



# **CITIZENS' PANEL RESULTS JANUARY/FEBRUARY 2016**

**Prepared by:  
Consultation & Insight Unit  
Stratford-on-Avon District Council  
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# CITIZENS' PANEL RESULTS

## JANUARY/FEBRUARY 2016

### 1.0 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 January/February 2016 Panel survey.

### 2.0 Methodology

506 questionnaires were returned (150 via online and 356 by post) from a mailing to 1202 residents in the third week of January 2016, with a deadline of 10<sup>th</sup> February 2016. 30 questionnaires were returned not completed for a variety of reasons, i.e. moved away. This represents a response rate of 43.2%.

When the budget consultation results were presented to Cabinet on February 15<sup>th</sup>, the results were based on 475 questionnaires received. Since these were run, a further 31 questionnaires were received and are included as an updated section. Results have either stayed the same or changed by only + or - 1%.

### 3.0 Summary of Results

#### Budget Consultation

- 86% of respondents have used SDC car parks in the last twelve months. Seven in ten residents (69%) use the parks, playing fields and open spaces and over half (54%), public conveniences.
- Residents were asked to indicate how strongly they agreed or disagreed with the statement: *"It is important for the District Council to improve current levels of priority services, even if this means removal of some other services"*. 44% were in agreement with the statement as opposed to 24% who disagreed.
- The statement question: *"It is important for the District Council not to increase council tax by more than £5 per year, even if this means a reduction in the levels of some lower priority services"* shows an agreement figure to this statement of exactly 50% and a disagreement total of 36%.
- The statement question *"It is important for the District Council to maintain current levels of service, even if this means increasing council tax by more than £5 per year (this would require a public Referendum to agree it)"* - 55% agreed with the statement and 29% disagreed.
- The statement question *"It is important for the District Council to improve current levels of service, even if this means increasing council tax by more than £5 per year (this would require a public Referendum to agree it)"* was asked for the first time this year. 36% agreed with the statement and 37% disagreed.
- CCTV and Crime Reduction had the largest difference between those wanting an increase over a decrease (+20%), with Local Economy & Tourism Promotion having the largest difference between decrease and increase (-18%).
- Regarding respondents' level of support for various new proposals, the senior management team restructure had the strongest support by seven out of ten respondents (71%), followed by the strategic budget review (68%).

- The value for money figure remains at a high level of 89%, just 2 percentage points less than 2015 and the second highest figure recorded in the last seven surveys.
- Asked whether they felt SDC services were delivered when people wanted them, 38% agreed and 10% disagreed. These figures almost mirror those of the previous year.
- Asked whether they felt SDC services were delivered the way people wanted them, 32% agreed and 12% disagreed. The results have been fairly static over the last two surveys.
- Asked whether they felt SDC services were delivered where people wanted them, 32% agreed and 13% disagreed. The figures almost mirror those of 2015, and have been broadly similar over the last four surveys.
- Seven out of ten respondents (71%) felt the quality of Council services was good overall. Disagreement with the statement has fallen 3 points from 7% in 2014 to 4% in 2016, and is at its lowest level now of the five surveys.
- Since 2011 residents are less likely to agree that SDC has enough money to meet all the demands on its services. 22% of those surveyed agreed with the statement, representing a fall of 11 percentage points from the level in 2011. The disagreement level has risen to 29% in 2016 from 16% in 2011, an increase of 13 percentage points over the time period.

### **Affordability**

- 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. 17% said that household debt was worrying them, 6 percentage points less than in the previous year (23% in 2016) and it was now the lowest level ever across the five surveys.
- Residents were asked to indicate any types of debt that gave them cause for concern. Of most concern this year, mentioned by 15% of those surveyed was credit card debt, closely followed by the cost of mortgages and heating / fuel bills (both at 14% of comments made).
- The survey questioned respondents as to whether they were worried that they cannot pay their mortgage or rent this month: just over half (51%) said they were not worried, versus 2% who were worried.
- 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. 56% confirmed they did know.
- When asked to list the organisations they would approach for advice, four in five (78%) cited the Citizens' Advice Bureau as an organisation they would approach and just over one fifth (22%) mentioned their bank and/or building society. 12% said they would contact the Council.

### **Rough Sleepers / Beggars**

- When questioned whether they had noticed beggars and people sleeping rough in Stratford District, 56% confirmed they had compared to 44% who had not.
- Seven in ten residents felt this situation is the same as a year ago, almost a quarter (24%) were of the opinion it was worse than a year ago.
- Respondents were asked to state how important they felt it is to continue to maintain services to help rough sleepers/beggars. Exactly half (50%) said it was very important, 42% quite important and 8% not important at all.

## **Social Inclusion**

- More than four fifths of those surveyed (84%) confirmed they did not find it difficult to access shops and other services because of where they live, versus 16% who did.
- 19% stated they would consider joining an online Credit Union which can offer affordable loans and savings, as opposed to 81% who would not.
- Regarding activities for older people (aged 55+) 84% confirmed they got the opportunity to meet socially with other people on a regular basis versus 16% who did not. Those who had indicated they did not get the opportunity to meet socially with other people on a regular basis were further questioned as to what the reasons for this were. The most popular reason given, by 45% was because they lived alone. 35% said they were not sure where to go and the same percentage felt uncomfortable going out alone.
- 78% believed there were sufficient activities for older people in their community, as opposed to 22% who did not.

## 4.0 Results in Detail

### 4.1 Budget Consultation

#### 4.1.1 Usage of SDC services

Respondents were given a list of services with descriptions. 86% of respondents have used SDC car parks in the last twelve months. Seven in ten residents (69%) use the parks, playing fields and open spaces and over half (54%), public conveniences. The largest increase on 2015 was for both car parks and public conveniences, both up 3 percentage points.

Table 1: Services Used in Last Twelve Months

	2011	2013	2014	2015	2016
<b>Car Parks</b>	86	86	86	83	86
<b>Parks, Playing Fields &amp; Open Spaces</b>	70	69	67	72	69
<b>Public Conveniences</b>	61	63	54	51	54
<b>Community Leisure / Leisure Centres / Sports Facilities</b>	40	37	34	36	35
<b>Development Control &amp; Planning</b>	17	22	22	21	19
<b>Environmental Health</b>	10	10	8	12	10
<b>Council Tax Enquiries</b>	11	10	8	11	8
<b>Benefits Enquiries</b>	6	6	3	4	6
<b>Housing</b>	5	5	6	5	3
<b>BASE:</b>	(493)	(524)	(416)	(507)	(483)

#### 4.1.2 Level of agreement with statements about Council Tax

Residents were asked to indicate how strongly they agreed or disagreed with the statement: "It is important for the District Council to improve current levels of priority services, even if this means removal of some other services". 44% were in agreement with the statement as opposed to 24% who disagreed, an increase in agreement of 3 percentage points on last year.

Table 2: "It is important for the District Council to improve current levels of priority services, even if this means removal of some other services"

	2011	2013	2014	2015	2016
<b>Strongly Agree / Agree</b>	48	46	51	41	44
<b>Neither Agree nor Disagree</b>	24	27	30	30	31
<b>Disagree / Strongly Disagree</b>	28	27	19	29	24
<b>BASE</b>	(480)	(527)	(396)	(489)	(494)

The statement question: *"It is important for the District Council not to increase council tax by more than £5 per year, even if this means a reduction in the levels of some lower priority services"* shows an agreement figure to this statement of exactly 50% and a disagreement total of 36%.

Table 3: *"It is important for the District Council not to increase council tax by more than £5 per year, even if this means a reduction in the levels of some lower priority services"*

	2016
<b>Strongly Agree / Agree</b>	50
<b>Neither Agree nor Disagree</b>	14
<b>Disagree / Strongly Disagree</b>	36
<b>BASE</b>	(494)

The statement question *"It is important for the District Council to maintain current levels of service, even if this means increasing council tax by more than £5 per year (this would require a public Referendum to agree it)"* was asked for the first time this year. 55% agreed with the statement and 29% disagreed.

Table 4: *"It is important for the District Council to maintain current levels of service; even if this means increasing council tax by more than £5 per year (this would require a public Referendum to agree it)"*

	2016
<b>Strongly Agree / Agree</b>	55
<b>Neither Agree nor Disagree</b>	17
<b>Disagree / Strongly Disagree</b>	29
<b>BASE</b>	(496)

The statement question *"It is important for the District Council to improve current levels of service, even if this means increasing council tax by more than £5 per year (this would require a public Referendum to agree it)"* was asked for the first time this year. 36% agreed with the statement and 37% disagreed.

Table 5: *"It is important for the District Council to improve current levels of service; even if this means increasing council tax by more than £5 per year (this would require a public Referendum to agree it)"*

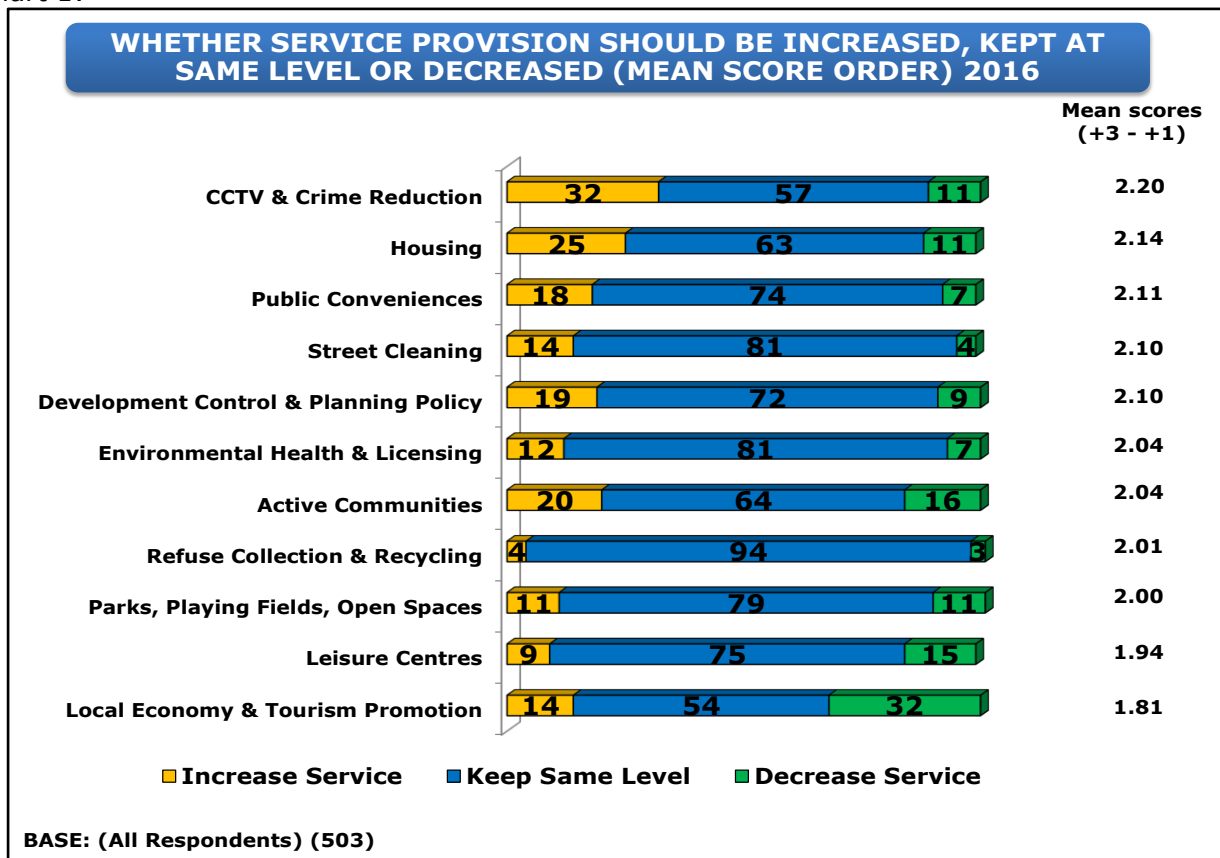
	2016
<b>Strongly Agree / Agree</b>	36
<b>Neither Agree nor Disagree</b>	27
<b>Disagree / Strongly Disagree</b>	37
<b>BASE</b>	(496)

### 4.1.3 Spending on Services

Residents were given a description of the service alongside the cost as a share of the Band D council tax rate. They were given the current figure alongside that of 2015 and 2014 to show how it has increased or decreased in that period. They were asked if the provision of that service should be increased, kept at the same level, or decreased.

The CCTV and Crime Reduction service had the largest difference between those wanting an increase over a decrease (+21%), with Local Economy & Tourism Promotion having the largest difference between decrease and increase (-18%).

Chart 1:



Analysing the mean scores over time, Housing rose the highest from 2.01 in 2015 to 2.14 in 2016.



Table 6: Whether service provision should be increased, kept the same or decreased

	Mean Scores Over Time					
	2016	2015	2014	2013	2011	2009
<b>CCTV &amp; Crime Reduction</b> - This relates to the provision of CCTV in the towns & larger villages within the District. Also working with partners to reduce crime & anti-social behaviour within the District., <b>2013-£3.68, 2014-£3.02, 2015-£2.78</b>	2.20	2.12	2.09	2.03	2.10	1.88
<b>Housing</b> - This service fulfils the Council's strategic housing responsibility by working with housing associations to enable affordable accommodation within the District. This service also deals with the homelessness function. <b>2013-£13.38, 2014-£12.52, 2015-£11.96</b>	2.14	2.01	2.06	2.04	2.22	2.09
<b>Public Conveniences</b> - This service concerns the provision of public conveniences throughout the District. <b>2013-£1.51, 2014-£3.09, 2015-£2.64</b>	2.11	2.02	2.09	2.07	2.15	2.18
<b>Street Cleaning</b> - This service relates to the cleaning of the streets throughout the whole of the District Area. <b>2013-£11.99, 2014-£12.19, 2015-£11.08</b>	2.10	1.99	2.02	2.03	2.07	2.12
<b>Development Control &amp; Planning Policy</b> - This service is responsible for the development of planning strategies & determining planning applications. It is also responsible for planning enforcement, conservation, & policy implementation. <b>2013-£17.88, 2014-£17.85, 2015-£17.16</b>	2.10	2.02	2.11	1.97	1.93	1.87
<b>Environmental Health &amp; Licensing</b> - Statutory function with responsibilities for the enforcement of a range of provisions concerned with the protection of public health & well-being, including food safety, pest control, licensing & health and safety. <b>2013-£8.70, 2014-£8.13, 2015-£8.09</b>	2.04	2.01	1.99	2.03	1.98	2.01
<b>Active Communities</b> - Play schemes, school sports tournaments, physical activity opportunities for older people. <b>2013-£1.31, 2014-£1.27, 2015-£1.16</b>	2.04	1.98	1.99	1.96	2.04	-
<b>Refuse Collection and Recycling</b> - This service involves the weekly collection of food waste & fortnightly collection of recycling & domestic waste. <b>2013-£25.44, 2014-£25.07, 2015-£21.80</b>	2.01	2.01	2.05	2.02	2.04	2.07
<b>Parks, Playing Fields &amp; Open Spaces</b> - This involves the management of parks, playing fields, & open spaces owned by the District Council, verge trimming & tree surgery. <b>2013-£4.83, 2014-£4.74, 2015-£8.62</b>	2.00	2.02	2.07	2.04	1.97	1.99
<b>Leisure Centres</b> - The provision & running of four Council leisure centres across the District, play areas & the Skate Park. <b>2013-£9.21, 2014-£9.62, 2015-£12.58</b>	1.94	1.93	1.92	1.93	1.95	2.03
<b>Local Economy &amp; Tourism Promotion</b> - This service relates to supporting business & the promotion of tourism throughout Stratford District. <b>2013-£1.61, 2014-£2.02, 2015-£3.35</b>	1.81	1.78	1.83	1.87	2.04	1.85
<b>Base</b>	<b>503</b>	<b>519</b>	<b>416</b>	<b>561</b>	<b>506</b>	<b>500</b>

#### 4.1.4 Level of Support for Various New Proposals

The following proposals were presented to residents in the questionnaire. They were asked to choose up to three options to support.

<p><b>a. Continued support for the UBUS Scheme</b>  <i>It is proposed that funding be provided to ensure the ongoing provision of the UBUS community transport scheme. This is a service for all residents and assists those individuals who are stuck for transport to get to local destinations on weekdays between 9.30am and 2.30pm.</i>  <b>£86,000 per year for three years</b></p>
<p><b>b. Support for Destination Management Organisation</b>  <i>It is proposed that the funding for the Destination Management Organisation Shakespeare England is continued for a further three years. The creation of Shakespeare's England Ltd DMO has had a significant effect on the value of tourism across South Warwickshire.</i>  <b>£75,000 per year for three years</b></p>
<p><b>c. Senior Management Team Restructure</b>  <i>Given the reduction in funding from central government it is proposed to undertake a review of the Senior Management Team ahead of a further strategic review of budgets. It is proposed that new structures are implemented with a view of saving £100,000 per year by March 2016.</i>  <b>£100,000 saving per year</b></p>
<p><b>d. Strategic Budget Review</b>  <i>The Council has implemented savings of over £3m per year since the reductions in government funding have been introduced. However, given the forecast removal of all support by 2018/19, it is proposed to undertake a further strategic review of the Council's budgets, with a view of identifying at least a further £1m of savings.</i>  <b>£1,000,000 savings per year</b></p>
<p><b>e. Investment in IT</b>  <i>The Council is continuing to seek ways of working more efficiently and effectively. Over the next five years it has been identified that we would need to spend a further £642,000 on improvements and enhancements to our IT systems. Expenditure in this area will mean that the Council will be able to make real savings through the Strategic Budget Review.</i>  <b>£642,000 one-off</b></p>

The senior management team restructure had the strongest support by seven out of ten respondents (71%), followed by the Strategic Budget Review (68%).

Table 7: Support for Proposals

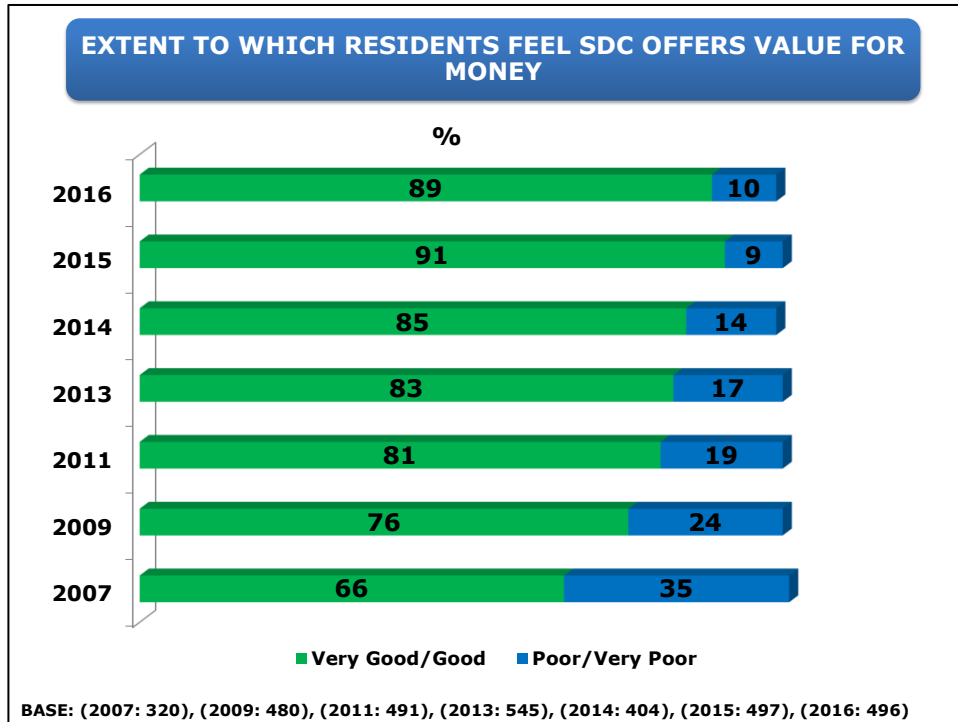
	%
<b>Senior Management Team Restructure</b>	71
<b>Strategic Budget Review</b>	68
<b>Continued support for the UBUS Scheme</b>	59
<b>Investment in IT</b>	53
<b>Support for Destination Management Organisation</b>	23
<b>Base:</b>	(484)

#### 4.1.5 Value for Money

Panel members were told that the current council tax element for a Band D property was £128.05 per annum. They were asked if this represented good value for money or not.

The value for money figure remains at a high level of 89%, just 2 percentage points less than 2015 and the second highest figure recorded in the last seven surveys.

Chart 2:

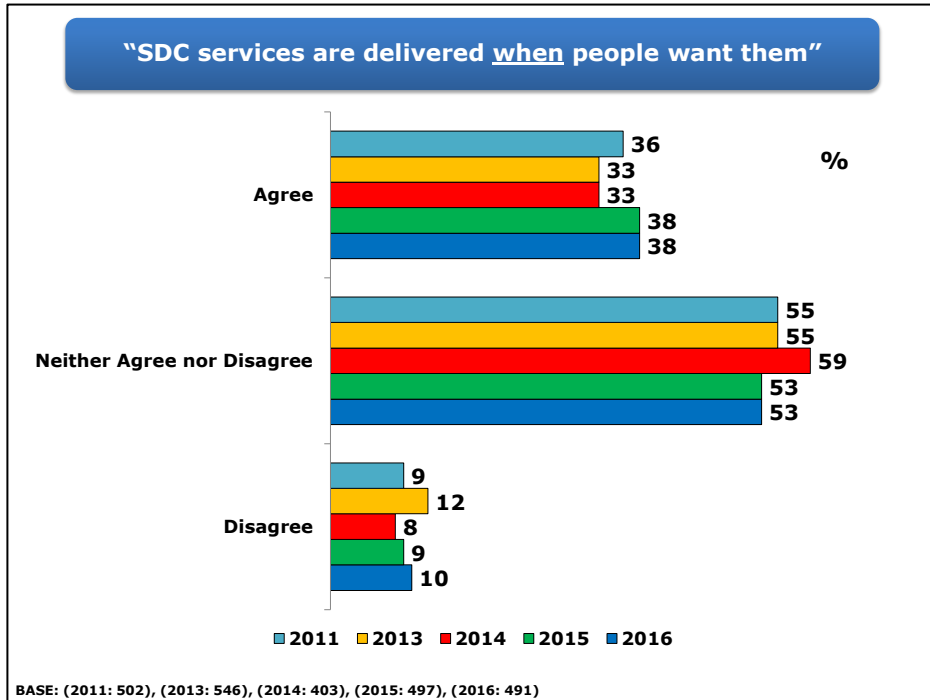


#### 4.1.6 Statement questions on SDC services

##### SDC services are delivered when people want them

Asked whether they felt SDC services were delivered when people wanted them, 38% agreed and 10% disagreed. These figures almost mirror those of the previous year.

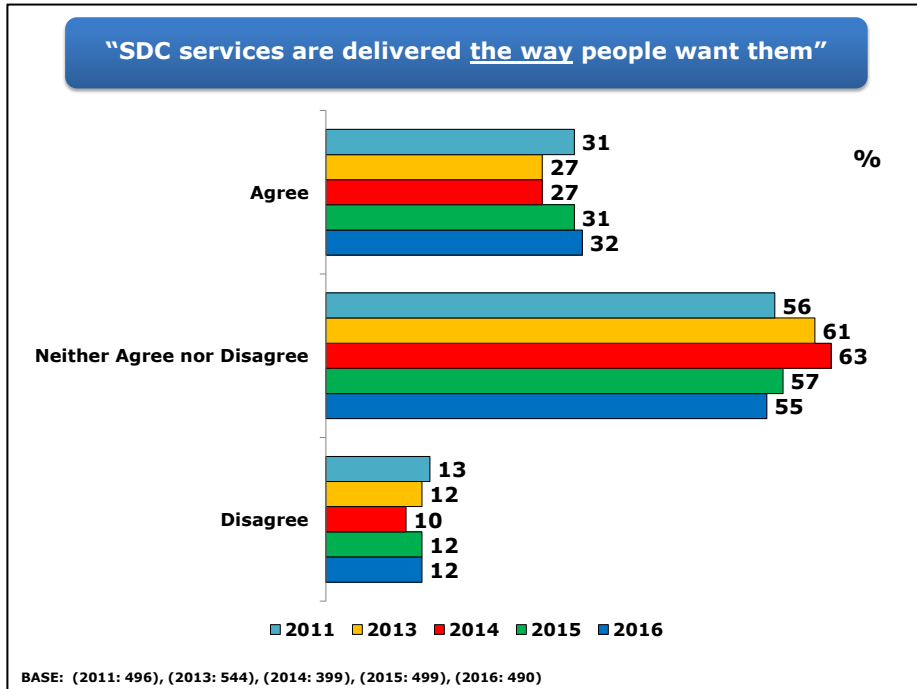
Chart 3:



### SDC services are delivered the way people want them

Asked whether they felt SDC services were delivered the way people wanted them, 32% agreed and 12% disagreed. This question has a high percentage of neither agreeing nor disagreeing at 55%. The results have been fairly static over the last two surveys.

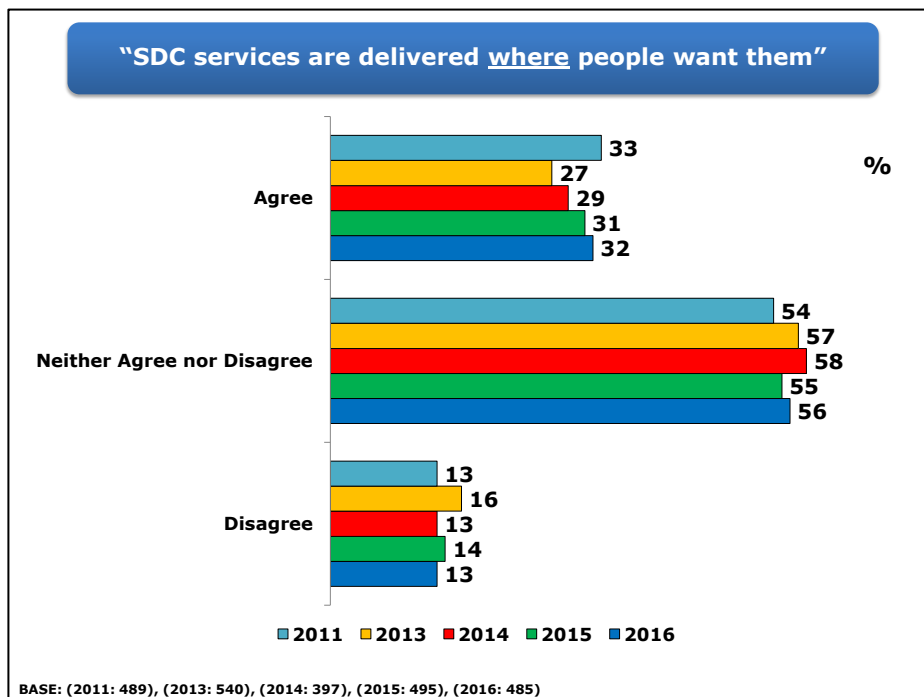
Chart 4:



### SDC services are delivered where people want them

Asked whether they felt SDC services were delivered where people wanted them, 32% agreed and 13% disagreed. The figures almost mirror those of 2015, and have been broadly similar over the last four surveys.

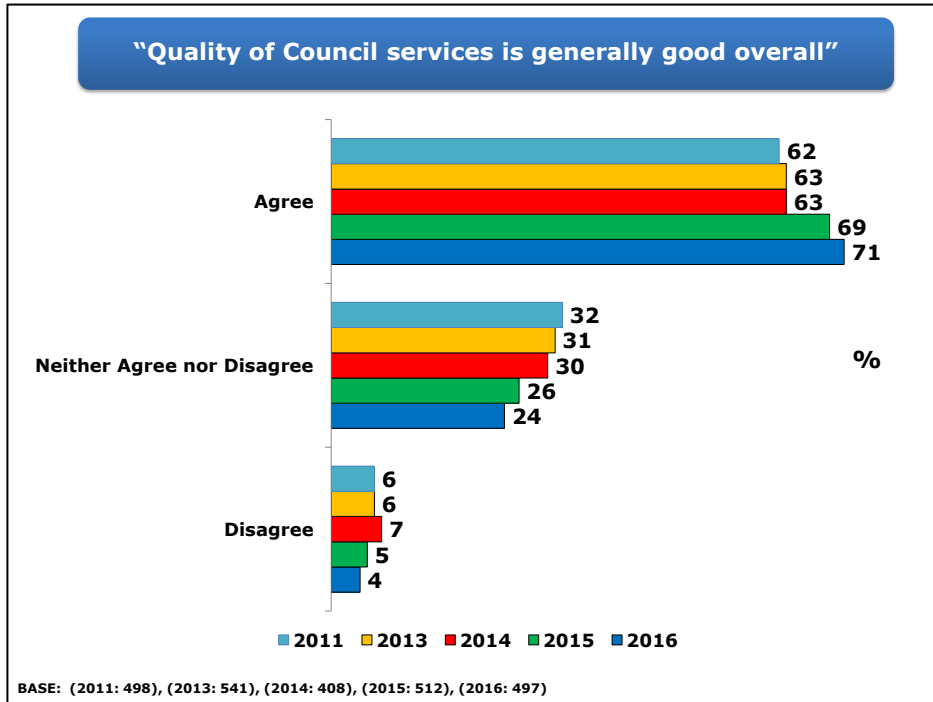
Chart 5:



## Quality of Council services is generally good overall

Seven out of ten respondents (71%) felt the quality of Council services was good overall. This figure has risen 2 percentage points on the previous year and 8 points on 2014. Disagreement with the statement has fallen 3 points from 7% in 2014 to 4% in 2016, and is at its lowest level now of the five surveys.

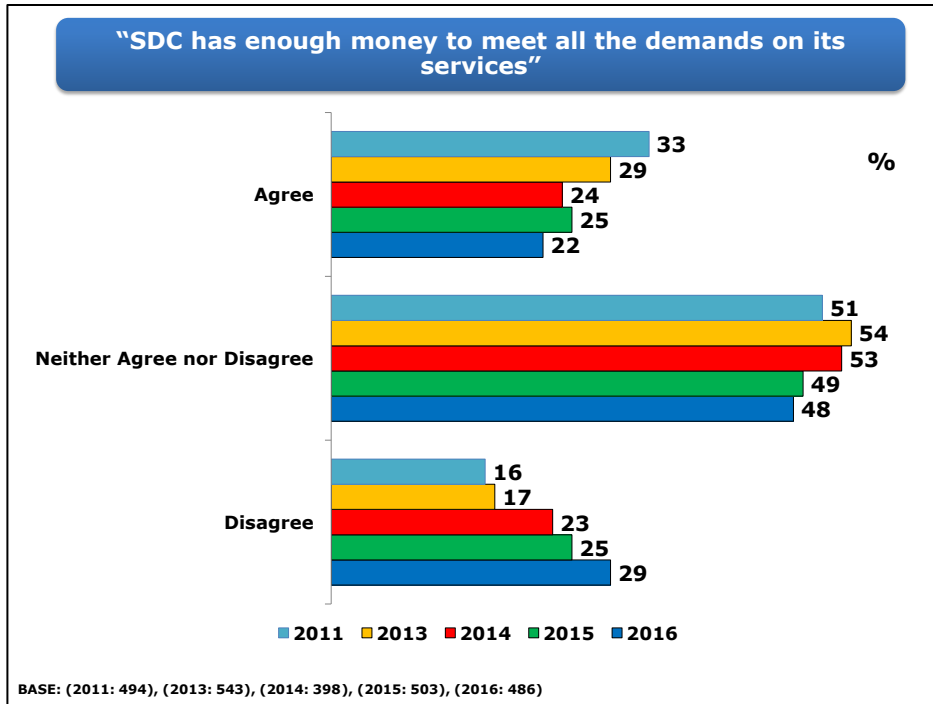
Chart 6:



## SDC has enough money to meet all the demands on its services

Since 2011 residents are less likely to agree that SDC has enough money to meet all the demands on its services. This shows the awareness they have about the cuts in public services. 22% of those surveyed agreed with the statement, representing a fall of 11 percentage points from the level in 2011. The disagreement level has risen to 29% in 2016 from 16% in 2011, an increase of 13 percentage points over the time period.

Chart 7:



207 comments were made to expand on the answers above to the statement questions. They are listed in the appendices.

## 4.2 Affordability

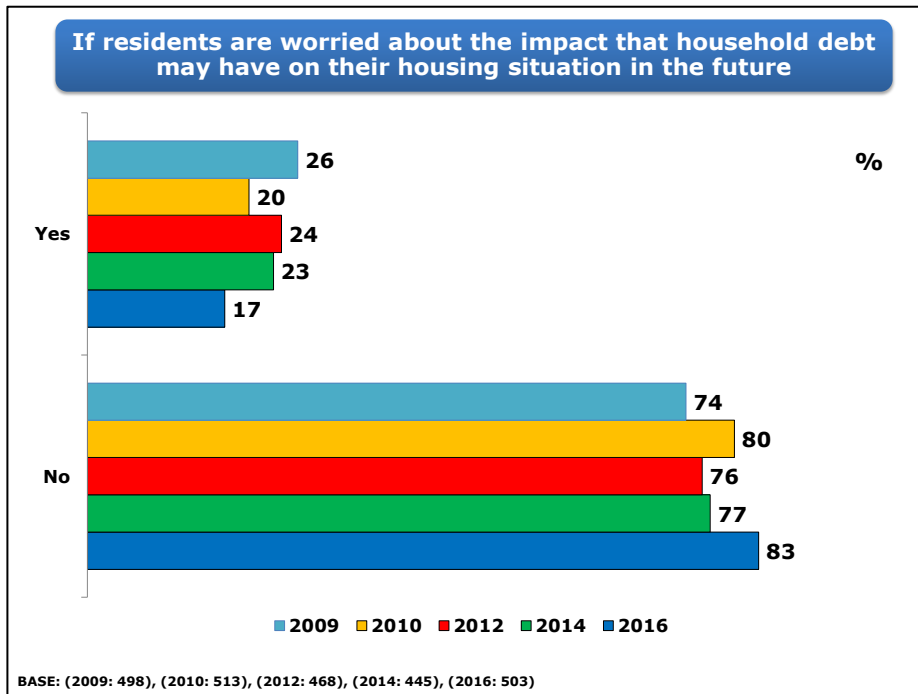
### 4.2.1 Debt

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.

17% said that it was worrying them, 6 percentage points less than in the previous survey (23% in 2014) and it was now the lowest level ever across the five surveys.

Similarly, with those responding it wasn't worrying them at 83%, those not worried was at its highest recorded level.

Chart 8:





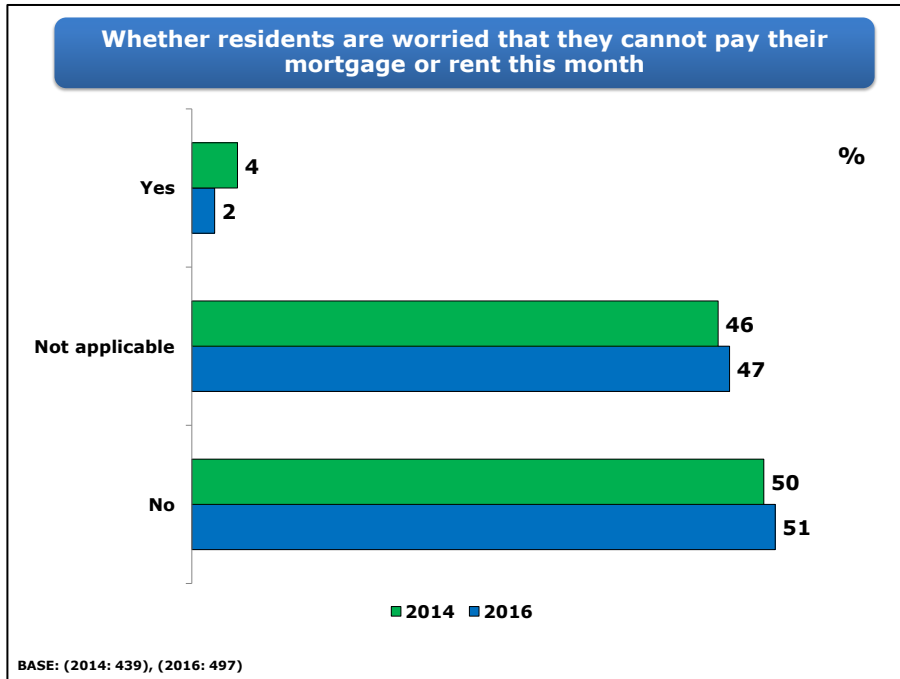
When asked to indicate any types of debt that gave them cause for concern, 118 comments were received and these are listed in full in the Appendices, and analysed in the table below. Of most concern this year, mentioned by 15% of those surveyed was credit card debt, closely followed by the cost of mortgages and heating / fuel bills (both at 14% of comments made). Interestingly the cost of heating and fuel is much less of a concern than it was in 2009.

Table 8: Types of debt which may give residents cause for concern

	2009 %	2010 %	2014 %	2016 %
<b>Credit cards</b>	11	15	11	15
<b>Cost of mortgage</b>	26	21	18	14
<b>Heating / fuel</b>	42	27	21	14
<b>Council tax</b>	33	31	13	10
<b>Bank loan / overdraft / payday loans / high interest rate short-term lenders</b>	4	10	8	8
<b>Household bills</b>	-	-	5	8
<b>In the event of unemployment</b>	-	-	-	7
<b>Rent</b>	5	6	4	7
<b>The national debt / government budget debt</b>	-	-	-	7
<b>Worry for young people</b>	-	-	-	6
<b>Cost of housing, either to buy or rent</b>	-	-	-	5
<b>Transport</b>	-	-	3	5
<b>Everything</b>	4	3	1	4
<b>Care home costs</b>	-	-	-	3
<b>Eligible people on benefit / excessive support to individuals.</b>	-	-	-	3
<b>Childcare costs</b>	-	-	-	2
<b>Cost of living</b>	14	13	7	2
<b>Food / groceries</b>	5	3	3	2
<b>High prices / inflation/ generally</b>	3	6	1	2
<b>Lack of income / reduced income / low salaries</b>	-	-	1	2
<b>Personal debt</b>	-	-	-	2
<b>Poor interest rates / savings fall</b>	4	3	1	2
<b>Water rates</b>	-	-	1	2
<b>Other</b>	11	31	2	31
<b>BASE</b>	(114)	(104)	(120)	(118)

The survey questioned respondents as to whether they were worried that they cannot pay their mortgage or rent this month: just over half (51%) said they were not worried, versus 2% who were worried (for the remaining 47%, it was not applicable). Findings were not that dissimilar to when this question was asked in 2014.

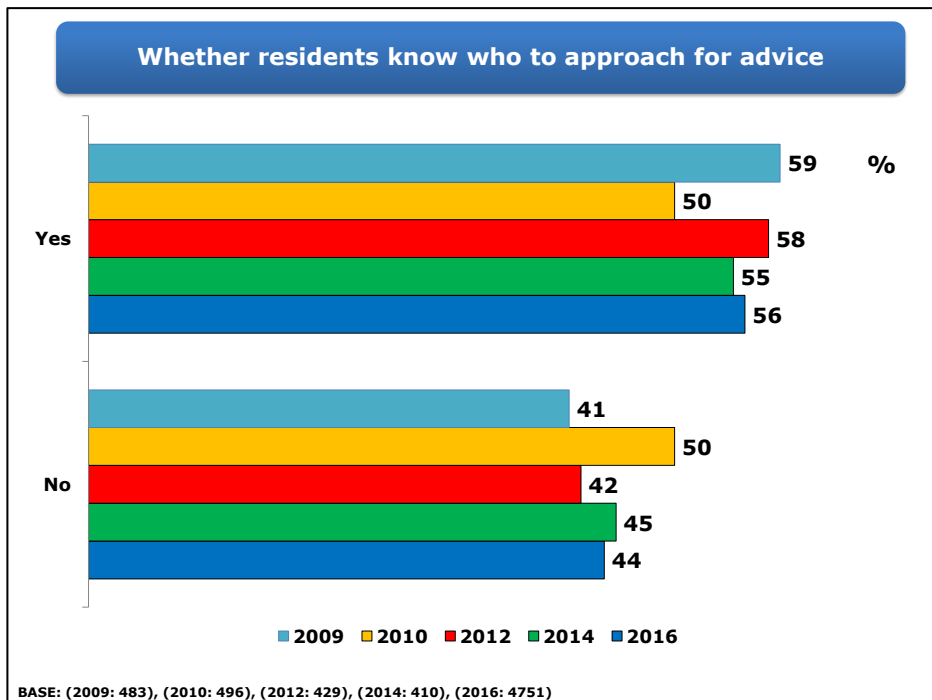
Chart 9:



#### 4.2.2 Advice

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. 56% confirmed they did know, as opposed to 44% who did not. These findings are similar to those in the past.

Chart 10:



Respondents were asked to list the organisations they would approach for advice. Four in five (78%) cited the Citizens' Advice Bureau as an organisation they would approach and just over one fifth (22%) mentioned their bank and/or building society. 12% said they would contact the Council.

Table 9: Organisations which respondents would approach

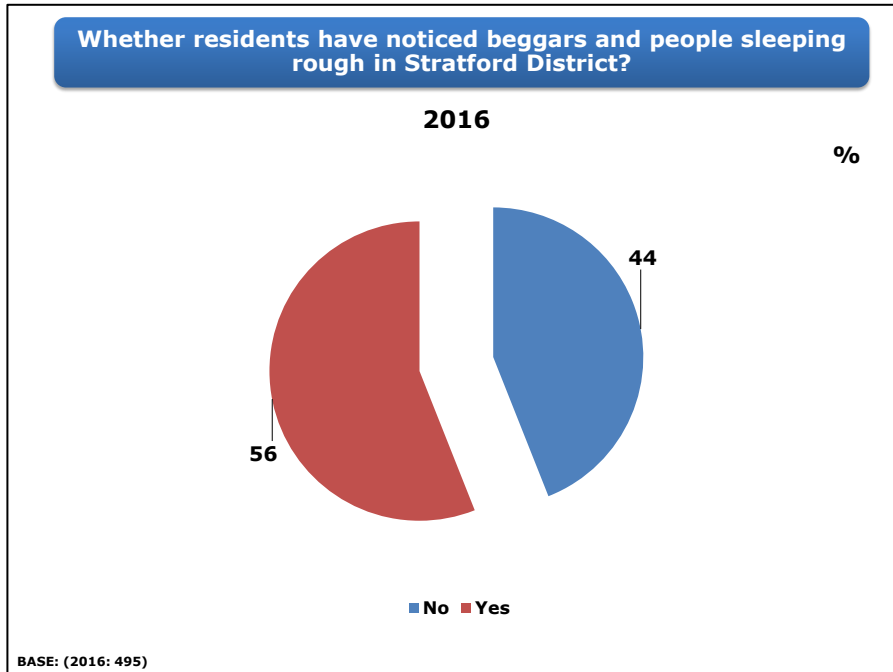
	2009 %	2010 %	2014 %	2016 %
<b>Citizens' Advice Bureau</b>	79	88	84	78
<b>Bank / Building Society</b>	26	22	14	22
<b>Council Offices / SDC / WCC / MP</b>	15	11	4	12
<b>Financial Adviser / Accountant</b>	8	7	2	10
<b>Mortgage Provider</b>	10	8	6	9
<b>Debt Advice - general</b>	4	3	3	9
<b>Orbit / Housing Association / Landlord</b>	-	-	-	4
<b>Internet generally / Google</b>	3	3	2	4
<b>Charities</b>	-	-	-	4
<b>Family / friends / colleagues</b>	-	-	-	3
<b>Age Concern</b>	8	6	3	2
<b>Age UK</b>	-	-	3	2
<b>Government backed bodies</b>	1	2	1	2
<b>Lenders</b>	-	-	-	2
<b>Church</b>	-	-	-	2
<b>Solicitor</b>	-	-	-	2
<b>Other</b>	13	9	4	6
<b>BASE</b>	(251)	(209)	(218)	(227)

### 4.3 Rough Sleepers / Beggars

#### 4.3.1 Whether noticed

When questioned whether they had noticed beggars and people sleeping rough in Stratford District, 56% confirmed they had compared to 44% who had not.

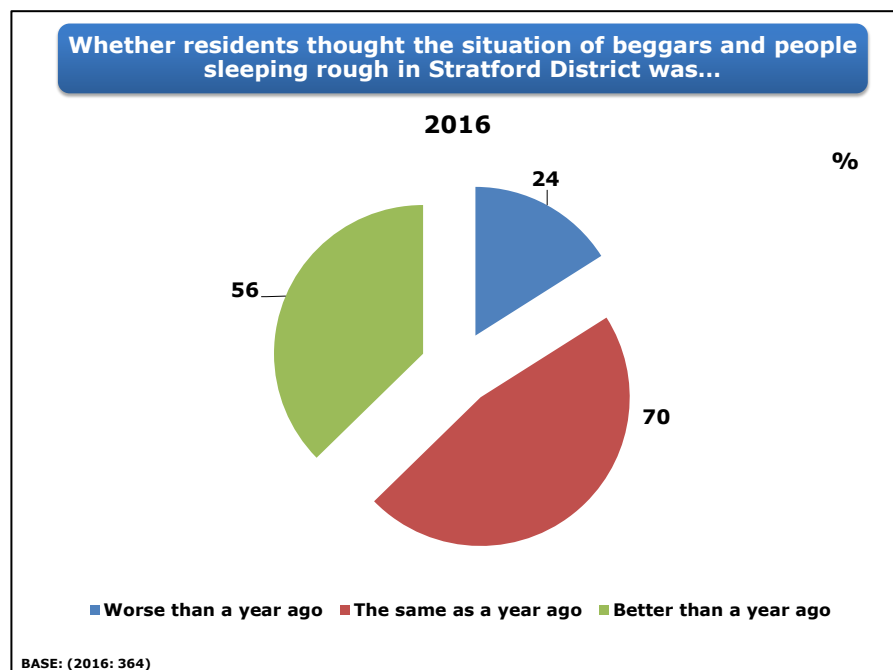
Chart 11:



#### 4.3.2 Situation now

Seven in ten residents felt this situation is the same as a year ago, almost a quarter (24%) were of the opinion it was worse than a year ago, and 6% indicated it was better than a year ago.

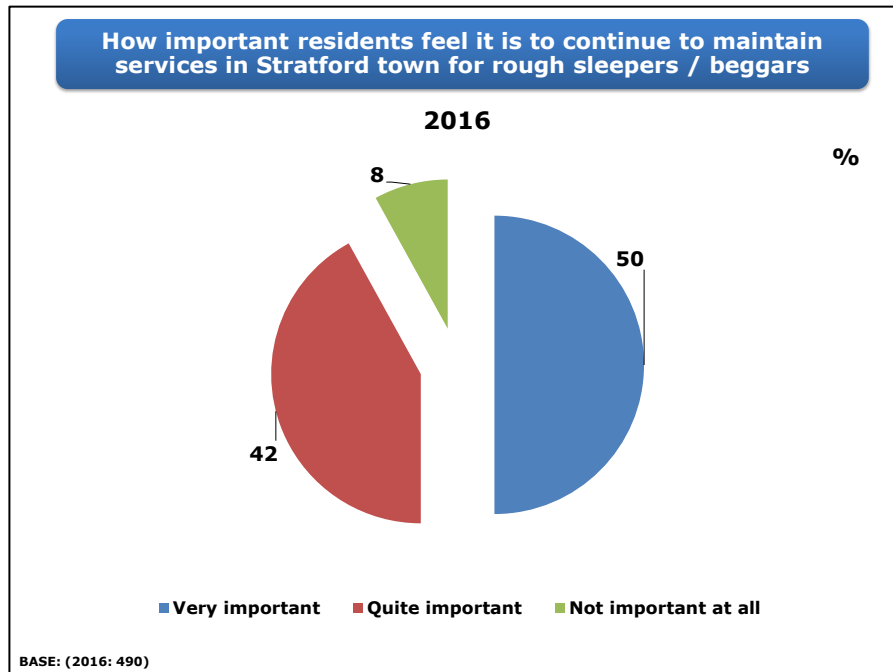
Chart 12:



### 4.3.3 Importance of maintaining services

Respondents were informed that there are services that are available in Stratford town for rough sleepers/beggars. These services aim to assist them into accommodation, along with employment and volunteering opportunities, as well as engaging with appropriate health professionals. They were asked to state how important they felt it is to continue to maintain these services. Exactly half said it was very important, 42% quite important and 8% not important at all.

Chart 13:

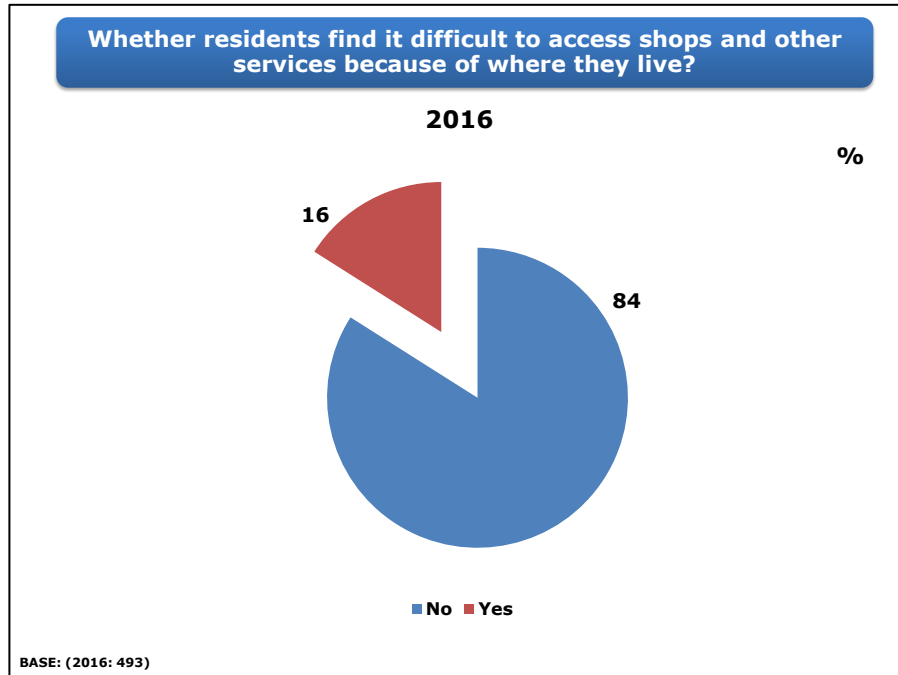


## 4.4 Social Inclusion

### 4.4.1 Isolation

More than four-fifths of those surveyed (84%) confirmed they did not find it difficult to access shops and other services because of where they live, versus 16% who did.

Chart 14:



101 comments were received regarding problems caused by it being difficult to access shops and other services because of where they live and these are listed in the Appendices.

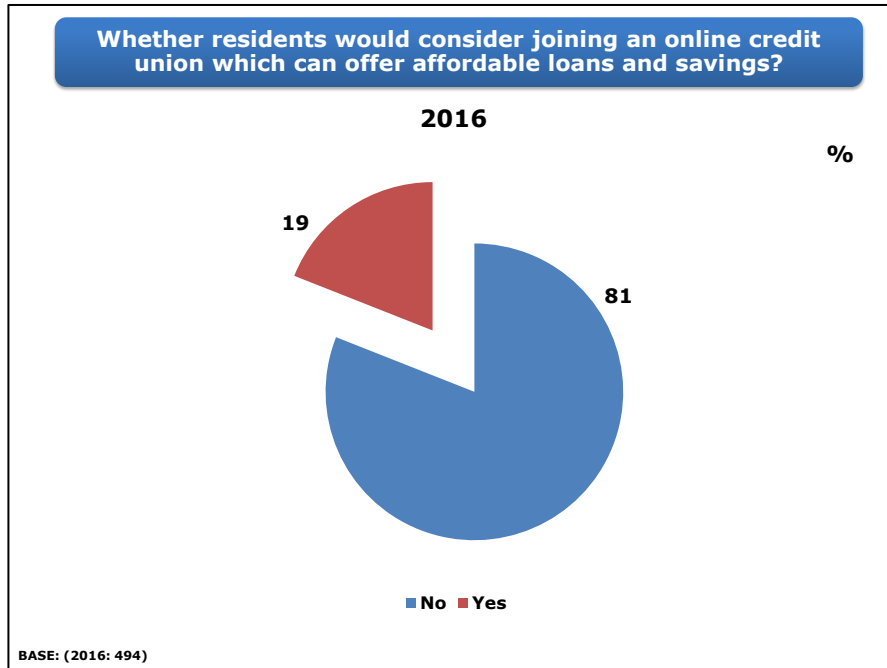
Furthermore, 118 comments were made as to what could be done to improve access to services, as listed in the Appendices.

#### 4.4.2 Credit Union

Respondents were told that a Credit Union is a not for profit cooperative which encourages members to save and enables access to low cost borrowing.

19% stated they would consider joining an online Credit Union which can offer affordable loans and savings, as opposed to 81% who would not.

Chart 15:

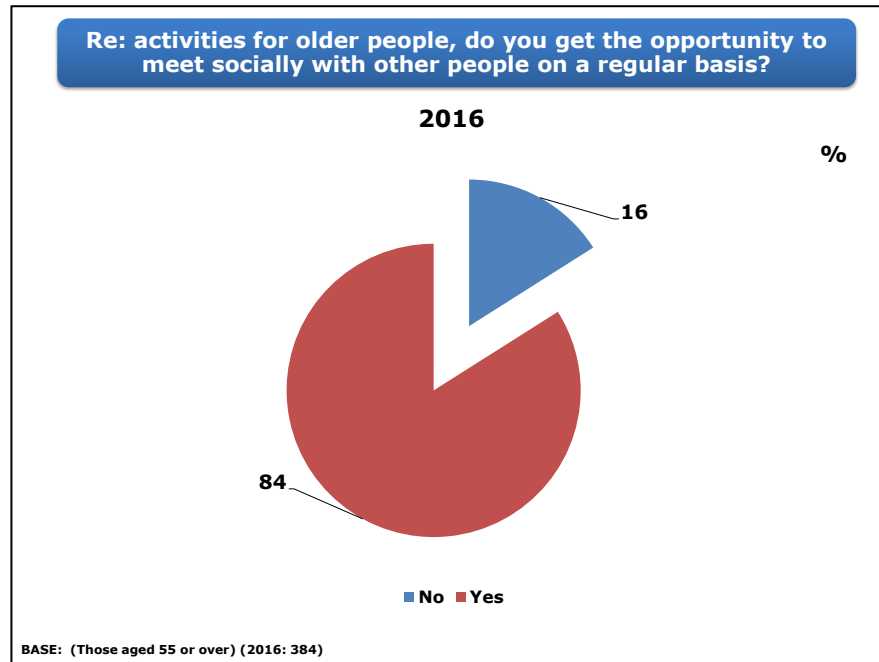


### 4.4.3 Activities for Older People (55+)

Those aged 55 or over were asked four additional questions about activities for older people (55+).

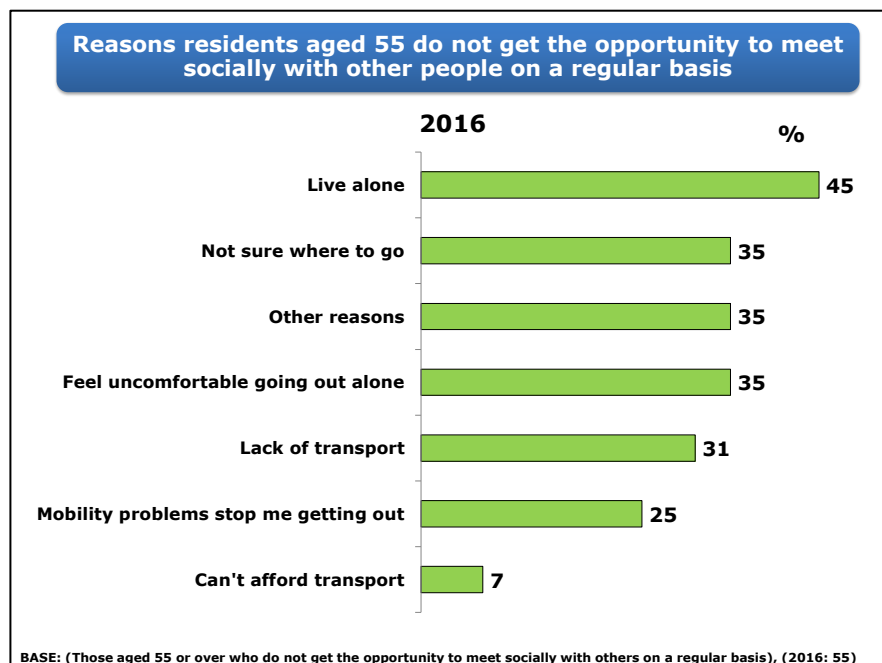
84% confirmed they got the opportunity to meet socially with other people on a regular basis versus 16% who did not.

Chart 16:



Those who had indicated they did not get the opportunity to meet socially with other people on a regular basis were further questioned as to what the reasons for this were. The most popular reason given, by 45% was because they lived alone. 35% said they were not sure where to go and the same percentage felt uncomfortable going out alone. 21 comments were supplied regarding other reasons, as per the Appendices.

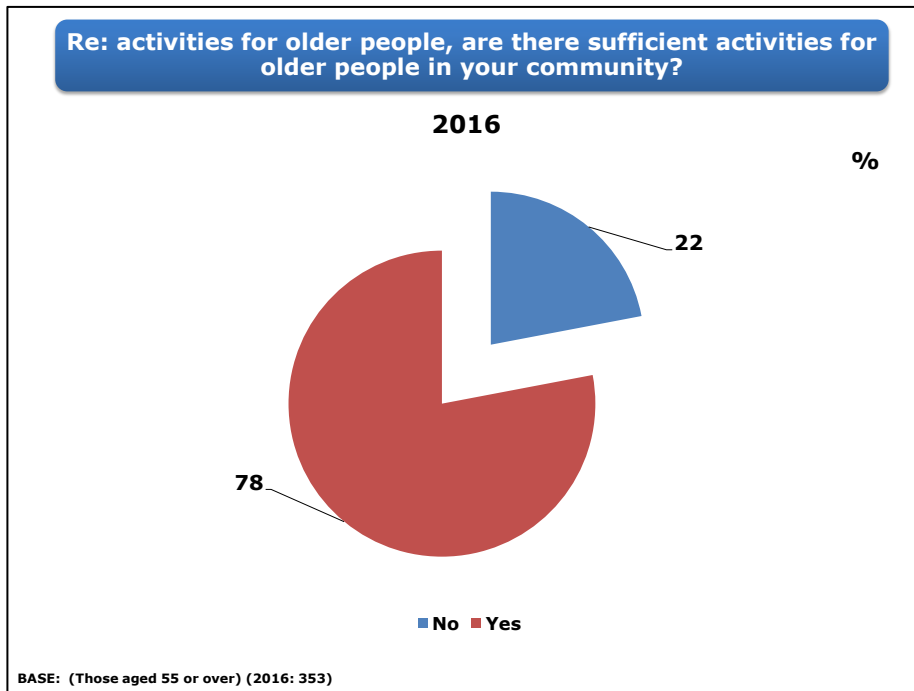
Chart 17:





78% believed there were sufficient activities for older people in their community, as opposed to 22% who did not.

Chart 18:



A total of 124 comments were given as to specific activities that were not available at present, which respondents would like to have in their area, and these are listed in the Appendices.

## 4.5 Respondents' Profile

Table 10: Gender

	%
Male	55
Female	45
BASE:	(500)

Table 11: Age

	%
Up to 29	1
30-39	5
40-49	12
50-59	14
60-69	31
70-79	27
80 & over	10
BASE:	(499)

Table 12: Number of adults aged 18 or over in household

	%
One	32
Two	61
Three	7
Four	1
More than four	<1
BASE:	(485)

Table 13: Number of children aged 17 or under in household

	%
None	82
One	7
Two	9
Three	2
Four	<1
BASE:	(481)

Table 14: Accommodation Type

	%
Owned outright	64
Buying on mortgage	24
Rent from Housing Assoc./Trust	5
Rent from a private landlord	4
Other	2
BASE:	(500)

Table 15: Whether respondents have any long-standing illness, disability, or infirmity

	%
Yes	27
No	73
BASE:	(494)

Table 16: Whether this illness or disability limits respondents' activities in any way

	%
Yes	67
No	33
BASE: (Those with disability)	(159)

Table 17: Activity which best describes what respondent is doing at present

	%
Employee in full-time job	19
Employee in part-time job	11
Self-employed, full or part-time	12
Full-time education at school, college or university	<1
Unemployed and available for work	1
Permanently sick or disabled	4
Wholly retired from work	53
Looking after the home	16
Doing something else	9
BASE:	(501)

Table 18: Origin

	%
White - British	97
White - Irish, White - Other Background, Mixed White & Black Caribbean, Mixed - Other Background, Asian or Asian British - Indian, Any Other Ethnic Background	3
BASE:	(493)

# Appendices

## **Q7 Comments relating to how respondents answered statement questions in Q6 (207 comments)**

- We are fortunate in Shipston in that we live in a beautiful part of the country and in general have comfortable lives. This means it ill becomes us to criticise those who give up their time to sort out the problems that arise inevitably in local administration. My husband, who has died, used his artistic talents to raise money for charity (Shipston Home Nursing) by drawing portraits at local events. I would like to see more attention paid to the welfare of the homeless.
- %age figures are given of what people have said but nowhere is written a) Did SDC take action on any of the points b) If so which c) If no why not d) What has been the effect of these changes? It is important that people know they are being listened to.
- £128.05 might be ok for Band D property, but it is poor value for Band G, H, etc. IN FUTURE, please ask the question about the higher band as the response will be very different! I think this might be the third time I have made this important suggestion! I have suggested Devt Control and Planning Policy increases their service / funding because the Council is being trampled over by developers. The planners seem unable to cope / respond / protect the local area from inappropriate change. Additional resources might also enable them to listen to the concerns of residents across the District. Also, my dealings with Devt Control over the last 12 months have left much room for improvement! And where is the Local Development Framework, etc?
- A strategic review should identify how best to spend the resources available to deliver services - including restructuring - rather than keeping same structure and organisation and simply cutting - Times require us to think smart and act accordingly - not just say we can't afford it.
- Affordable housing is not being built in the areas required.
- All councils could always use more money!
- All my comments are for the wider benefits to all the people. My view is that is why we have a council.
- Although I realise that I benefit from many "unseen" services SDC offers, my main concern is refuse collection which is very good. With regards to finance, I feel there should be the greatest efficiency in administration costs and the promotion of tourism in this very celebrated area. I also think pensioners should at least make a contribution to bus passes. I do not think they should be free.
- Although inflation is low, government continues to download local financing to the populace. In the future, the populace should become used to direct financing for local services rather than indirect through government.
- Anxious about security for elderly / old people after dark. Debt and housing situation may get worse if the area / country provides for migrants over needs of local people especially housing school places - medical service (having to wait 2/3 weeks for appointment).
- As a band F payer I do not get value for money. A band D payer does
- As per previous comments I've made, I believe Stratford town generally gets looked after very well but locations on the border of Warwick (such as Studley) miss out on many things. We seem to have few services and less spent. Very often feel neglected. E.g. CCTV. - yes we have a couple of cameras but never move and when police needed them recently they were not picking up the blank spot where crime had clearly been planned in this blank spot. Lost fire station and library - nearest tip Redditch but asked to use Stratford.
- As with all local government offices and staff there is a real belief that they are in power. The Local Council should be run like a corporate business that has to earn its money before it spends it. There is far too much nonsense in local government and far too many staff who are on an easy wicket. Outsourcing some of the jobs i.e. Environmental Health, Licensing and Planning would get far more work completed by less people at an overall reduced cost
- Aspects is SDC services to which I have been involved with have appeared to be value

for money

- Bearing in mind the damage done by the Garden Festival (cutting tree with no notice) and the use of the football pitches, then consideration should be given to enlarging the car park and installing a new entrance from Seven Meadows Road in conjunction with a new bridge for foot use over the river.
  - Because of where I live, the only services I have from SDC are waste collections - the service of which is excellent. The drains have been unblocked once in 4 years??? Of all the services provided - only used car parks and public WC's.
  - Being a relatively newcomer to the area I am completely satisfied with the service provided with the exception of those indicated oQ3 J.K. Being 81 years of age J in particular is of concern...otherwise keep up the good work.
  - Bin collection would be better weekly.
  - Comments given are true and accurate reflections of one's findings and experience.
  - Consider additional charges for planning applications
  - Continually cutting will ONLY result in continuous denigration of services until the services remaining are NOT WORTH HAVING. Paying MORE Council Tax would be supported if it was spent wisely on projects that assist ordinary working class people to live happy STRESS FREE lives.
  - Cost of staffing worries many residents because often enquiries in some departments are not always fulfilled with confidence.
  - Council tax should be increased to improve services such as housing and social services.
  - Councillors have too much influence. Need less of them and people appointed need to put needs of the community just not their own interests. They should NOT be able to profit from being Councillors.
  - Did not answer Q6 because I do not have enough experience of using the services.
  - Difficult to know how to answer these questions. First three are probably true for some but not for others. Question 4: quality seems acceptable to me but I know that many do not agree. Question 5: available funds can almost always be used more effectively in both private and public life! You need a tough cookie from outside the system to review the situation!
  - Disappointed that planning departments are unable to follow proper procedures.
  - Do not use all services but am generally satisfied with those I do.
  - Elizabeth House still employs too many staff people. Reception still has 2 people despite cancelling pay by cheque, card at post office / bank. One person could efficiently man the reception desk. Does this apply to other SDC offices? Probably yes.
  - Empty shops need to be occupied urgently even if this means offering reduced rates. We need to maintain an attractive, vibrant town centre not just out of town shopping areas. The approach from the Birmingham Road remains an eyesore. Traffic arrangements have seriously deteriorated. Infrastructure cannot support building plans approved. There is not enough activity promoted for teenagers. Don't waste money on consultants, advisers, etc.
  - Everyone is only human and I'm sure you try your best.
  - Firstly it's not £128.05 a year - unless I have been over paying by quite a bit that is. Look at waste first, cut the fat / waste and make sure that as much of the budget as possible is spent within the local economy supporting local jobs and there for supporting local businesses. Why do we have two McDonalds in town now, and why was the planning pro mission given to build one where traffic is already a nightmare... and what action is being taken to deal with the rubbish that is now starting to gather around the restaurant, that's not good planning all around for the people of the town.
  - For the amount of Council Tax I pay, I don't feel as if I get my money's worth. Studley feels left out of spending. Over £1000 a year for my bins to be collected.
  - Fortunately, no a high user of services. Limited knowledge of services.
  - Generally satisfied with SDC services.
  - Generally SDC deliver a good service, more money will only improve on this.
  - Hard to comment on items such as UBUS or Destination Management when I was unaware of their existence.
  - Has budget for bridleways and footpaths been reduced? (Maintenance and repair). Staff I believe it has - reported areas reported to ??? office - not carried out for 2 years
-

and more.

- Have only been a resident in the area for 2 months so my responses are somewhat tentative!
  - I am afraid I do not have enough knowledge of some of the services to be able to give a justified answer.
  - I am always impressed at the efficiency of the Refuse Collection Team - I have had to ring a couple of times and the query has been dealt with VERY quickly and well.
  - I am happy with the way the Council handles things so far.
  - I am not clear how SDC get info on what services people want or how/when they are delivered - I am not aware of any system of obtaining local views. The few times I have been aware of public consultation such as planning housing developments, the consultation appears to be a process which needs to be gone through, for a decision that has already been made and I can't think of any time when consultation has actually affected the implementation of any proposed plan.
  - I am not sure what the IT suggestion really means. The current review team but significantly failed to deliver the single most important task over the last 5 years, the District Plan. This is resulting in deterioration of rural environment. This might suggest a senior team review is needed but my experience of running a £150m organisation is the services management reviews are a waste of time. Recruit the right people and hold them to account!
  - I appreciate that funds are limited and the Council needs to make some difficult decisions over future spending.
  - I believe (whether it is correct or not) that the lion's share of the money that the Council spends is to make Stratford Town attractive to tourists. Whilst I understand the reason for that, it does seem that local people who live and work in Stratford do rather get forgotten, with being charged parking fees for parking in town and having to buy a parking pass if you live within walking distance of town. I am sure that there would be a better way of helping local people to feel more valued rather than a cash cow. I have lived and worked in the area for sixteen years and this is definitely how a lot of local people feel.
  - I believe many of the provisions made are centred at Stratford and many of the surrounding areas see little improvement of services provided.
  - I believe that it would be a very good investment to develop tourism as a means of bringing money and prosperity into the area. Stratford has a unique worldwide attraction to offer tourists but it must be promoted and developed. There is a danger of London becoming the centre of the Shakespeare experience.
  - I believe the majority of people living in the SDC area would be prepared to pay more in council tax to help fund services vital to the population care funding Police over transport links.
  - I believe we need to maintain what we have but I'm sure savings can be made by losing top heavy management and improving IT
  - I blame this present Conservative government for the cut backs to local authorities for the rise in Council Tax and other issues. The District Council does a good job generally, but are hampered by limited resources.
  - I continue to feel that outlying areas and villages, who are part of SDC, do not always get the same attention as those who reside in Stratford itself. There is scant reference to their needs and requirements in your questionnaires - but thank you for supporting the UBUS scheme in this document, nonetheless.
  - I deal a lot with a variety of departments at SDC, without exception the people I have contact with are professional, knowledgeable, friendly and responsive. I have noticed that it takes longer to get a response than it did previously. My major concern is the way housing decisions can be progressed even when there are good alternative options that limit the impact on the local environment, what is the point of encouraging community involvement in the development of 10 year Parish Plans if an outside body can put forward proposals that run counter to the news that "locals" have expressed - housing is a major issue.
  - I did not fully understand Q4.
  - I do not have enough information so as to make any judgement on the statements in Q6
-

- I do not have enough information to give a properly informed answer.
  - I do not receive a weekly food collection. Your leaflet says do not put food in the grey bin. Which just leaves the green bin collected fortnightly?
  - I do think to charge for public conveniences is totally out of order for all but especially when you get older. When? If ever is a core planning strategy ever going to happen. When? Will the county or government build a bridge to replace Clopton before it falls down?
  - I don't believe that Studley is well served - street cleaning (pavement sweeping) could be better, our Library was closed and the volunteer-run facility has less space, reducing choice, & our Fire Station closed. Consequently, there are no Council tax funded facilities even though Council Tax revenue is high given the number of households here and low unemployment. Refuse & recycling services are good though & reliable and the sweeper lorry regularly cleans the gutters on the street I live on. The dustmen who are involved in the Parish Council funded bulky waste collection are always really helpful too.
  - I don't know enough about the delivery of SDC services to make a useful comment
  - I feel that anything to do with tourism should be self-financing, although I have lived in a village almost all of my life, there has seldom been a need for a UBUS scheme. People from rural communities arrange their travel accordingly and those in towns have plenty of public transport.
  - I feel that businesses within SDC should contribute more to the running of the area / town i.e. MacDonald's and similar businesses should contribute to keeping the district litter free - not only in the towns but in rural areas.
  - I feel that SDC puts too much focus on Stratford and less and less on its outlying Towns and Villages. While provision is not poor, there seems to be very little consultation in how it is administered.
  - I feel that there are savings still to be made before increasing Council tax.
  - I feel the SDC does a good job especially with limited funds.
  - I find it difficult to comment intelligently on some questions. I tend to say I want things to stay the same because I trust the judgement of S on ADC.
  - I found it hard to think of a way to reduce services. Planning I feel could be much better, I find it hard to separate quality from cost. It should be better.
  - I have a hedge overgrown on a path public 2 ft. I have a just to get around it for to get by it with wheelchair and inv ? ? it is on council land but right at the last 10 ft. want clearing ? set on land which belongs to council should just have been set there but 30 years as more on also the ? ? set it.
  - I have lived at xxx for 2 months and I haven't had one letter to say how much Council Tax I have to pay a month. I live next door to a half-way house, who I think gets some of my mail, but don't pass it on to me. Could you please get someone to sort that out for me please. Many thanks. (name withheld).
  - I have made my judgments knowing that costs have to be cut but not wishing to see a reduction in services.
  - I have no experience of e.g. housing or benefits so can't comment on those functions. I am happy with refuse collection. I am not happy with Planning Control. The core strategy and the general approach to planning the future of the town is chaotic.
  - I have no knowledge of what constitutes a priority service, therefore Q2 cannot be answered, with no access to the detailed accounts I cannot comment or Q5 accurately.
  - I have seen evidence to show that SDC services are delivered when, where and the way people want them. I still feel that SDC is very focussed on Stratford itself and Shipston, Alcester and the villages are not viewed as being significant. The wording of the questionnaire invites specific responses. Be interesting to categorise according to the area lived in e.g. Shipston.
  - I have so little dealing with anything Stratford provide that I cannot comment, the reality is I don't feel the council do much at all that is relevant to me apart from refuse collection.
  - I have very great respect and confidence in SDC. I also very strongly support the provision and consideration relating to this document. I would happily devote more of my time in support of the work of the SDC.
  - I hope I have answered correctly - Q5 was confusing.
-

- I know the Council do not care that I live on a static home site run by people who do not care as long as they get their ground rent which means I pay money to them for repairs I don't get and the Council not keeping their eye on planning in my area, and also the lane leading to my site is a nightmare. All I get for my poll tax is bins emptied and use of public road. These people who own this site do not care.
  - I live in a conservation area and used to have my trees reduced. However, I have been waiting weeks for planning permission, by which time it may be too late for this year. Why do I have to wait just for trimming trees, which overhang next door's garden and causing annoyance to the neighbours.
  - I live in Studley, which I feel is very poorly served by the council. It always seems that Stratford itself always gets priority.
  - I made comment that the Senior Management team restructure might come about from the Strategic Budget Review in which case I would have been duplicating my answers, I am not sure if this is something to look at? I am not sure about the UBUS scheme. How well used is it? Would it be possible to make it available to ??? to save money? Say 11.00 - 2pm? or 12-3pm? Maybe individuals could be given a budget to spend on taxis, or a volunteer scheme of drivers to cover mileage costs?
  - I personally feel SDC offer a very good service. I do feel the town looks a bit tired in places, especially in the evenings, a lot of beggars and homeless in Bridge Street and the footbridge by Coxes Yard. I don't feel safe at night in the town, no police. Lots of shops are multiple national high street brands. I feel we need more independant shopkeepers and affordable rates.
  - I personally feel that SDC is only interested in spending within the Stratford area to increase tourist numbers. You do nothing to help the local people who live in one surrounding areas and more in the town.
  - I said that I think the Band D tax is VFM. But I think increased level could make District even better. I hope that membership of WM group will provide savings to invest elsewhere, but I think a tax rise is also reasonable. I am particularly worried by social care provision.
  - I think green bin collection very wasteful in rural areas where people can compost. Planning seems to be very badly run - poor developments all over the district - frustration by individuals who want to build / improve property. And building large unattractive estates.
  - I think most people are satisfied with the delivery of services, at least within the constraints of budget.
  - I think SDC provide an excellent service - at least for the services I am concerned with. Whenever I have needed to contact the Council the staff have always been professional and courteous and I feel confident my problem would have been sorted.
  - I think SDC provides a good service and my answers are geared to maintaining them at the current level.
  - I think that Stratford Councillors provide poor value for money. They do not listen to the views of the electorate. Politics play far too bigger part in the activities of the Council.
  - I would like to refer to the two roundabouts, one is sponsored by B. Line nothing has been done nor the banks as you approach roundabouts. I understand from Mr B Line it is your place to do these as he told me he was willing to do the island he was sponsoring. They are very dangerous. You cannot see round them. (Name withheld).
  - In general my simple needs are well met. I believe that where possible, the young and disadvantaged should receive priority where funding is limited.
  - In general the SDC does a good job.
  - In Mappleborough Green there is not a collection for fresh food - just the green bin collection. I DO not receive FOOD collection each week. Mine is 2 weekly.
  - Inevitably on tight budgets services are delivered to provide the maximum service at minimum cost. However, with this focus the timing of service delivery is more driven by efficiency than by when individual groups of people want them.
  - Investment in IT good idea if can eliminate current anomaly and let us like in Warwickshire NOT West Midlands. GIGO
  - It important that Stratford continues to be a good place to live with good public services. Good service cannot be provided at no cost.
-



- It is appreciated that we are living through a difficult time. The way Central Government has reduced funding the Local Government is seen by this observer as regrettable. For example, item b in Q4 ought to be supported but it has to be part of a Regional Strategy not just a District Strategy. Equally the UBUS scheme in itself is desirable but the need arises because of a poor national strategy in delivering public transport.
  - It is difficult to assess when in a small village we rarely have any experience of them: all we come across really is refuse removal and planning. Your bus scheme (UBUS) doesn't meet the needs of our village or only to a tiny extent, so we continue to organise our own voluntary transport for those without cars or those not well at any one time to drive. The same goes for "community" activities and work with young people: we do it ourselves.
  - It is difficult to comment about the finances of SDC without an accompanying booklet or breakdown across all areas.
  - It is difficult to see how the Council can improve services without an increase in revenue.
  - It would be helpful to know if there is a set day in our area for the street cleaner lorry (gutter clearing) to do its job. (E.g. we may have our car parked off the drive for washing/loading up, and this area is missed because we didn't know the lorry was coming into the Close where we live.
  - It's about time that DSC reined in on its approval of planning applications in the District. Stratford, especially, is becoming absolutely saturated with houses. What is it that every available bit of land has to be built on almost everywhere in the District. Our area is being ruined by all this building - who buys all these houses anyway? - Not local people - they can't afford them. What with Long Marston and now Wellesbourne Airfield - WHEN IS THIS GOING TO STOP. SDC need to look at the bigger picture.
  - It's difficult to answer questions on subjects I have little information on. I don't work for SDC. q5 - no field of reference. q6e - No idea how much money SDC has.
  - I've lived in many parts of the UK in my lifetime. Of course there's room for more efficiency and better decision making but overall I think SDC does a good job. Re: 3b improve the way it's utilised. Re: 3d - Improve the way it is used. Re: 3h Get businesses more involved. Re: 3j - It couldn't get much worse!
  - K. Active communities - these should be provided by the relevant clubs etc. already in existence. J. Public conveniences - these are poor. H. Tourism - should be funded by those who receive income from it not SDC.
  - Living in a small village, which has seen its fire service, library and many community groups disappear in the last few years, whilst investment in Stratford continues, I would like to see greater resources distribution which would make all locations in the district more attractive places to live.
  - Living in Hockley Heath, we see little of the services. Although I am not saying we are forgotten, I get the feeling there is more focus in the town centre due to tourism
  - Many of your questions are inappropriate - viz Q5. How many "citizens" are able to answer this? Unless the services can be compared with services elsewhere or have inside info. the answer is meaningless.
  - More non-major conurbation initiatives would be good but generally towns and cities in the area are maintained well and provide good services
  - My main concern is the lack of support for the Greig Hall complex Alcester. Over many years the total support is pathetic compared to the other communities - Shipston - Stratford - Southam - Studley - it's time this problem was resolved.
  - N.B. Forget 400 years of Shakespeare - town's state and problems will NOT impress any visitors for these events. \* Traffic problems - lack of reliable / regular 7 day a wk provision both road and rail and traffic congestion impacting on residency in Stratford area - lack of coach station does NOT help. \* Over development - TOO MANY BUILDING DEVS BEING SANCTIONED BY SDC - causing misery - INCREASED TRAFFIC AND LACK OF MATCHING INFRASTRUCTURE. \* Lack of employment opps in area. \* Council does NOT listen to residents' views - Stratford becoming "knife and fork" town - TOO much emphasis on TOURISM not residents' needs - relies FAR TOO HEAVILY ON SHAKESPEARE / LEGACY - hoping this will compensate for town's weaknesses. \* Town looking "down at heel" - FORGET WORLD CLASS Stratford - too many vacant shops and
-

lack of independent retailers - rates TOO HIGH. \* Ineffectual councillors, MP and Town Trust - none listening to residents' views re: the above. \* SDC should issue referendum of ALL residents views on state of town / district. Leaders SAY they listening but NOTHING EVER IMPROVES.

- N/C.
  - No matter what you do, not resolving the nonsense traffic congestion every day by the Clopton Bridge / Banbury / Shipston Road roundabout is a CRIME.
  - No police for 12 miles. Roads are a disgrace. No street cleaning in village. No drains cleaned in village. Dog fouling. Cars dumped anywhere.
  - Not enough experience of all services to make a judgement - but general impression is that a reasonable level of services is provided overall. However, a little too much emphasis on Stratford town compared with other towns which have limited facilities and poor public transport to access jobs and services.
  - Not enough fine detail on how much money is spent to be able to make a sensible comment on if SDC has enough money.
  - Not enough services outside of Stratford - focus is always on Stratford. For instance, leisure facilities are sparse. Bidford is a large village with no internal sports facilities - no sports hall, no swimming pool etc... but the lack of SDC Planning vision we have uncontrolled housing development in the District.
  - Not possible to accurately assess some questions because some information is not initially in the public domain
  - Not sufficient thought given to disabled people ref - parking, high of curb.
  - Not sure about statements in Q6 (1, 2, and 3), very generalised, some services are and some not.
  - Not taking advantage of the numerous services funded and supplied by SDC I am unable to give an informed view on these. However, there is NO doubt that continued government cuts make the task of providing quality services increasingly difficult. An orange can only be squeezed so much before there is nothing left and what there is tasteless!
  - Obviously there are improvements that are necessary such as the improvement of IT Services that seem essential but if other services need to be reduced then decisions are more difficult. IT usually needs an ongoing budget just to stand still these days, so whilst a one off payment may be required, careful consideration for ongoing needs should be considered. Also with the increased housing there should be a bigger income available to the council.
  - Oddly worded question - I didn't have any say in WHEN, WHERE and HOW.
  - Once again, I think that rural areas do not fare as well as longer communities. In Kineton, we are running a library with volunteers, which work. We shouldn't have to do this. Bus services are dismal. I recently had a breakdown on Saturday morning in the care and couldn't go ANYWHERE on Sunday. I can get to work in Wellesbourne for 8.30 but cannot return after 3.30. I finish work at 5.30 - not good. Other services are good.
  - Only use basic services. Never shop or visit anywhere I have to pay to park. Would use free park and ride like Coventry.
  - Overall happy with delivery and implementation of services
  - Parish boundaries MUST BE COORDINATED! For example, a refuse collection. I recently followed a vehicle making collection and in 2 areas of Norton Lindsey then Claverdon and finally in the Wilmcote area. As a past member of the Parish Council I have been asked if any action can be taken over the increasing number of CATS in Hales Close, Snitterfield.
  - People are never satisfied with the levels of service when they want something. I am however completely satisfied with the level of service I receive in regard to refuse collection and the cleanliness of the Town. I do think there are too many chiefs in the SDC
  - Performance of the council in the areas of strategic planning and planning services is very poor. Probably results from poor political leadership rather than poor staff. Council spend money on propaganda bulletins telling us how good they are. These are a waste of money and misleading by only focusing on what's working. An effective organisation would focus upon continuous improvement
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- Personal comment on "Community Leisure" services Question 1 i.e. ... swimming baths. I find the "changing village" and embankment?, and as a retired architect, I found changing with female company etc, derogatory! The name is ill befitting the council's reputation for "integrity", and numbers are declining in favour of swimming at "Shipston". It's much more civil, can we reappraise the accommodation!
  - Planning and traffic issues need to be addressed.
  - Planning control appears to be seriously underfunded and lacks bite due to the lack of agreed plan to comply with Government requirements. The current traffic chaos in the town is an indication.
  - planning department went totally overboard wasting money in respect of a conservatory SDC suggested that an building extension instead of conservatory was being built took weeks to get agreement waste of time and money
  - Planning Services are very poor. It is an important function especially in an area such as Stratford that depends so much on tourism. Spending £642,000 on it is disproportionate to the size of SDC and suggests that SDC has operational issues that it does not know how to solve.
  - Probably I don't come into contact with many of your services, but in as far as I do, I think they are well presented. Refuse collection clean streets, general appearance are in good order. Some deficiencies in planning - for instance, the French Cosmetic shop in Bridge Street should not have been allowed to use the revolting colours.
  - Public toilets run by District Council need to be run by the PRIVATE sector. Non recycling bins can be collected monthly. There is no weekly collection of food waste in my village! Swimming pools and leisure areas need to be run by the Private Sector. S'Avon District Council needs to "team up" with other District Councils to share "costs".
  - Q2 - what are priority services? Q3i - not through spending on CCTV! Q3j DO NOT CHARGE FOR THEM! Q7 - Does the IT systems expenses include gratuitous consultancy fees? How many jobs are at risk through the Strategic Budget Review?
  - Q2 and 3 depends on what cut backs would be made.
  - Q2 is ambiguous. 4 negatives within the definition make it difficult to understand. What / which are "PRIORITY SERVICES"?
  - Q2b £5 as a percentage? Q4 c - costing how much in "handshakes"? Q4 d - Costing £1m consultancy fees? Q 4- None of these thank you. Q7 The upkeep of the local area is satisfactory but I'm concerned by wasteful practices at the heart of your operations which mean we find private businesses like the local Leisure Centre and they provide a sub-standard service (dirty and ill-maintained) and cream off all the profits. How can that be "value for money"?
  - q3 - provide more bins, less mechanical sweeping.
  - q3b - Sadly lacking with little foresight for the future of Stratford as a market town.
  - Q4 - not easy to pick / tick 3, without quantifying benefits.
  - Q4. I support UBUS and Support for the Destination Management System. However, the savings indicated in options (c), (d) and (e) should enable these two services to be restored in future years.
  - Q5 I'm not sure of this one, as I live in a large village so don't get the same as Stratford!
  - Q5 loaded question? Average value.
  - q6 - impossible to say so generalised.
  - Q9 (cont) I was recently offered a very nice sheltered flat (in Queensway Court, Leamington Spa) which I was unable to accept for the reasons detailed below. (A close friend is in a similar situation to me). This is very short-sighted, as allowing people of my generation to move, would free up family housing. People on restricted income should not be expected to pay for 24/7 nursing care, warden's, "entertainment" etc. which they don't need and cannot afford. Many rented flats at Queensway Court remain empty, 12 months after completion, most probably for this reason.
  - Question 4 is a bit dodgy. Of course SDC should undertake reviews of budget & SMT as they could save hundreds of thousands of pounds. That goes without saying and I shouldn't be asked. The questions to me should follow the reviews. Tell me the impact of implementing the findings of the reviews, then I will say whether I agree or not. Agreeing to a review taking place does not equal agreeing to the findings of a review being implemented.
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- Reasonable services are provided.
  - Refuse collection and recycling. Statement reads "There is a weekly collection of food". It is my understanding that we put food waste in our garden waste bin which is then collected fortnightly. Am I missing a service here? Additionally the limit of only 2 green bins (without paying quite expensive costs) prevents me from recycling more garden waste which would do both me and SDC council figures some good.
  - Refuse collection on fortnightly basis insufficient. Obvious signs of fly tipping making it a false economy.
  - Regarding Q6 I have no idea whether SDC services are delivered when, the way and where people want them as I hardly use or need the use of services apart from refuse collection and recycling which I think is exceptional.
  - Resources (income) are not infinite - demands on the Council will always exceed ability to supply!!
  - SDC is a listening ear and where possible carries out its duties efficiently. It cannot please everyone all of the time but uses its best knowledge and experience to solve problems as and when they arrive.
  - SDC manages its budget and services well. It could benefit by better managing demand to further reduce pressure on its budget. Not every request has to be met by SDC, e.g. leisure centres could be outsourced to fitness companies providing a pricing structure was maintained for certain social groups. Residents should also be encouraged to keep the street / road outside their homes clean. This used to be a source of pride when I was young but I'm in a minority now. Street cleaning budget could be better deployed as a result.
  - SDC needs to manage services a lot better, value for money is not being achieved, prime example is the Studley refuse service, absolutely dreadful.
  - SDC represents very good value for money, I am happy to pay more for improved services, but feel there is some room for further efficiencies, even if it means spending extra to find the savings in the short term.
  - SDC waste a lot of money and councillors should be held responsible to Stratford residents both town and district. Those posts in high street cost the ratepayers thousands of pounds just for dogs to pee up.
  - Senior management restructure is good as most people feel there are too many highly paid council employees.
  - Services that are provided must be essential and controlled by a budget, they cannot be provided when, how and where people want them to be provided without prioritisation of requirement, in terms of age, dependency, importance of the service, etc.
  - Since new contract for bin emptying men particularly crew that empty blue bins dump bins anywhere they like. I have been to Stratford DC office twice and complained, complained to some people doing a survey, and complained to my District Councillor. All these complaints are totally ignored. It does my blood pressure no good to see Councillor Brain giving interviews and photos praising a rubbish service (forgive the pun). Hope something will be done.
  - So sad central government still won't support local government.
  - Some of the statements (Q6 is a good example) are hard to make judgements about. For example the statements refer to "people". I can't make judgements about "people" - only about myself and my friends / family. I don't make a big demand on DC services and thus I am in favour of the council cutting out as much cost as possible.
  - Some of these questions were tricky to answer without having full facts and figures being available. With this additional information my answers may have been different. e.g. It would be useful to know % of current users for some of the services in order to help decide on viability of the service.
  - Stratford District Council should be proud of the way it carries out its duties. Please could someone fit a bulb in the wall light on the alley from the Church Street Car Park to Courtyard Theatre?
  - Street cleaning, on the whole good but could be better in town. Refuse collection- up keeping public areas. Sports & leisure online availability to contact SDC. Helpful staff at Elizabeth House. \*A worry over development and buildings going up everywhere - worry over traffic congestion!!
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- The council has gone through a period of budgetary restraint it is not unreasonable to seek a small increase to maintain services
  - The Council must get itself into a position where there is a clear strategy for this core planning statement for housing to comply with Government directives but should concentrate on identifying and using brownfield sites, maybe contaminated land, rather than open countryside.
  - The Council provide services within their financial ability. Making the services adequate.
  - The council provides an adequate service to maintain the town and district.
  - The Council should build starter houses for people wanting to buy their own place. Help should be given to firms wanting to open retail shops who are not chain stores or multiple stores. Self-employed people starting up.
  - The Council should consider an "opt-in" donation scheme to support discretionary services as many better off residents may be prepared to support these if the alternative is losing them. More should be done to invest in tourism and SDC efficiency. More should be done to constrain development. Schools have positive balances and should not be subsidised by Council Tax.
  - The Council should look for savings or count District Councillors and check they are positively active on our behalf rather than milking expenses and massaging egos!
  - the limited services I have used this last year have been good (mainly removal of large household rubbish)
  - The main problem for Stratford is the total failure to plan for the future physical environment. The Council reacts to problems as they arise and makes no attempt to plan forwards. Before developments took place on Birmingham Rd, land should have been reserved to widen it to a dual carriageway, possibly with BUS lanes. In the Town Hall there hangs an artist's impressions of a new bridge to replace Clapton Bridge - dated, I think 1952. After 63 years nothing has happened. The failure to produce a development plan has contributed to very large scale housing estates, many badly located.
  - The near zero level of competence shown by the council on strategic planning (Housing) and Traffic and the undocumented meetings between council chiefs and local interest groups (developers) mean I have very low confidence in the competence and honesty / integrity of SDC.
  - The only aspect of SADC services that I am dissatisfied with is the enforcement of the planning conditions under which new developments are constructed. Once construction commences contractors have free reign to minimise their own costs to the disbenefit of the community at large, e.g. disruption to the Birmingham Road by the contractors undertaking work on both sides and the blatant disregard for the local community displayed by the contractor for the Milestone Rd development.
  - The only comment I will make you always seem to do good work.
  - The only complaint we have is the DREADFUL state of the seriously potholed country lanes. Many are downright dangerous. And please keep an eye on flooding especially in areas this is likely to happen.
  - The public are largely ignorant of the different responsibilities of the three tiers of local government. I would support restructures and budget reviews if it meant asking fundamental questions about why we need parish, district and county councils with district but obscure reasons for various responsibilities and separate elections and executives.
  - The reduction you give for a single person is not enough.
  - The Refuse and particularly the Recycling scheme is very very inefficient and clumsy. The recycling scheme is dreadful in that there is no evidence that recycling actually takes place much of the time and it ends up in land filling. Also recycling is not good value for money and serves very little purpose.
  - The small reduction in council tax of 2012/13 should not have taken place and was obviously a political ploy by our Conservative Party led Council to convince public to vote for them.
  - The things that worries me are the lack of increased facilities to cope with the ever increasing population.
  - The very few times I've had to use SDC I have always had an answer.
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- There has to be a rounded and targeted approach to all the issues and the SDC generally does very well in balancing their services within the tight budgets available
  - Things don't get done in time.
  - This question is too general. SDC works well in some areas poorly and wasteful in others e.g. fruitless planning appeals. I would recommend staff cuts across the SDC. A reigning in on all new projects and doing more to address the towns core problems of traffic congestion and poor business environment
  - This year I have made use of the NEA Scheme. This helped to support me to start a new business. I have appreciated the support by the LA. I would like to see SDC embracing new ways of working and investing in efficiencies that will ultimately save them money. Use of better IT and technology such as automated facilities and drones!
  - Through living in the district for fifty three years. From a young child living in a council house to now living in a privately owned home - so experiencing different services.
  - To be perfectly honest, I cannot agree or disagree as I have not used the services for a few years.
  - Too many SDC services provided for Stratford and not enough for other towns / villages outside of Stratford.
  - Tough financial decisions required. Basic services like bin collections and recycling must continue. Try and spread impact of cuts across services if possible. Council strengthen links with voluntary sector and provide them with support (non-financial) to help fill some gaps.
  - Try to be realistic.
  - UBUS and Destination Management could be sold off to private providers because of the coming cuts in funding.
  - Unfortunately there is a big difference between services in town and villages / really rural areas. Crime and transport remain serious concerns for villages and need to be addressed. q2c which service? q2d unclear: 1st refers to priority services rest to "services".
  - Very similar.
  - We would all like more services but are aware of funding allowances.
  - What (SDC) fails to realise, are "FACTORS" of a very real, genuine, urgent and concrete nature! E.g. ratio of visitors and available parking! No. After 11pm night-life for overseas visitors. This could be (outskirts) of town. E.g. Casino, etc., etc. E.g. "American" visitors are used to late night-life and shop online, etc. etc! and bars, etc! While S-u-Avon is cultural, it certainly does NOT cater for OTHER needs of overseas visitors (as above). Re: q3a - and bin operators to "replace" bin where originally sited.
  - Where is core strategy?
  - Whether SDC has enough money partly depends on the projected loss of all central grant, which has not yet happened. A 2-tier shire council structure is inherently uneconomic and inefficient. Warwickshire should go unitary.
  - Whilst accepting that the image of Stratford's Shakespeare is good for the town, I feel that more should be done by private investment and not rely of just Stratford people.
  - Whilst I have not experienced issues beyond an appalling failure of the planning team and council executives to protect the region from over development, I suspect that there are others in the district who have suffered from failure of services.
  - With all the extra houses that have been and are being built, the extra council tax from them should enable the council to budget better as all the "services" for them are already in existence and don't need the expensive exercise of setting up. I believe too much is spent on Stratford town and tourism and not enough in the villages.
  - With regard to waste collection and just using my household as the example, we could certainly afford to have fewer refuse (grey bin) collections. Currently, our household fills the blue recycling bin to the top (and frequently with overspill) every two weeks all year round whereas the grey bin is only ever half-full when put out for collection every fortnight. (Our green bin always contains food but is only ever full in summer with garden waste.) I believe that reducing grey-bin collections would save funds and encourage people to recycle more of their waste. Personally, I like the German method of charging households' tax by the weight of non-recyclable rubbish put at the kerb - recyclers pay less than people who are wasteful, but the councils pay no-more for providing the service than they would anyway.
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- With the reduction in money to spend you will never win. But by informing the public all the time the solution and letting the public know what the situations are, then getting their reply can only help a tough situation.
  - Would love to see more leisure facilities locally e.g. by use of Kineton High School Swimming pool Kineton or Wellesbourne. No one wants a 25 mile round trip to swim after a day at work.
  - You are not asking questions that I regard as pertinent.
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**Q9 Types of debt that give respondents cause for concern  
(118 comments)**

- Again the concern by this observer is not personal but rather national. Government control of the National Debt borders on the criminal. An economy based on "Services" whilst attenuating manufacturing is doomed to failure.
  - All debts can give cause for concern.
  - All household bills
  - All priority bills i.e. gas, electric, etc.
  - Although I own my own house, I can't get a re-mortgage, and I will lose tax credits when my son reaches 20 years of age, how do I afford to stay in my house?
  - Always paying with credit cards.
  - Any significant debt particularly related to housing and transport (Particularly relevant to me as a pensioner)
  - Any significant debt particularly related to housing and transport (Particularly relevant to me as a pensioner)
  - Apart from a mortgage any other debt is self-inflicted and should be avoided.
  - Borrowing on credit cards - other people not me.
  - Both the wife and I have been brought up in the age where if you could not afford it you did not have it.
  - Charge made against home.
  - Commercial debt.
  - Community charge - very punctual for payment - with threat of having to pay any remaining payments in full. (People can't afford to and that's why they are sometimes late!!)
  - Cost of heating. Possible rise in Council Tax.
  - Cost of housing. Either to buy or rent. Especially for young people.
  - Council Tax - Utilities - Food
  - Council Tax and cost of taxis to get into town.
  - Council tax is a big worry, as the Council pursue this with a seemingly cold and impersonal approach.
  - Credit card debt - constant increases in rates of interest. Bills - especially power / gas constantly going up.
  - Credit card debt energy bills childcare costs
  - Credit card debt, when people could wait until they have the income to support their spending. Council should start a saving account with interest paid every 5 years.
  - Credit card. Personal debt.
  - Credit cards.
  - Credit.
  - Debt on c.c. for purchase of essential car, if it goes wrong, fails MOT, will overstretch myself and paying bills will become issue.
  - Debt we get into trying to accommodate travellers, gypsies and asylum seekers.
  - Debts encouraged interest postponement temptations - i.e. for 12 months etc.
  - During the downturn (recession) prices for fuel and travel to work. Bills. Utilities and general expenses - affected by redundancy at that time.
  - Education debt. How are the youth supposed to reaching housing costs with debt burden of £10Ks?
  - Electric bill as I'm all electric.
  - Eligible people on benefit.
  - Endowment mortgage.
  - Energy and council tax costs.
  - Excessive support to individuals who do not warrant what they are given.
  - Falling behind with rent, and other household bills.
  - Fortunately I do not have any worrying debts but I do know and understand how quickly person circumstances can affect individuals and their lives.
  - Fuel bills in particular. Any large rises in Council Tax would be a concern for most people on low incomes.
  - Generally the promotion of consumption of goods and services to be paid for on credit is reprehensible. Sadly it is widespread and rather sickening. It leaves people short of
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money for housing and basics.

- Government debt.
  - Government debt. Credit too easily available for people.
  - High business rates are a problem.
  - House mortgage rates going up in the future.
  - House prices are expensive already for first time buyers in the South Warwickshire area, I am worried that prices will continue to rise and there is little in place to help buyers who have a certain wage scale e.g. lower middle class.
  - I am careful and only buy things when I can afford them.
  - I am concerned that people are not receiving good advice in respect of debt management. I would support the development of Credit Unions as they are a practical way of helping people not getting into debt.
  - I am concerned that when interests rise people will struggle with mortgage payments. Also people with interest only mortgages will be in trouble at the end of the term and lose their house.
  - I am not personally at risk of debt but I am concerned about the less well-off and the marginalised. E.g. street sleepers, food bank users. I would like to see them receive greater support.
  - I am unsure what is meant by house-hold debt. Bills are always of concern.
  - I am worried by mortgage rates going up and by the proliferation of high-interest rate short-term lenders, often lending TOO much at impossibly high rates.
  - I do not agree with foodbanks. The more you give, the more they will expect.
  - I only spend money I have to spend.
  - I would say, people who have pay day loans and or to loan sharks. I have heard this is happening in some of the poorer areas of the District.
  - Impossible for local children to stay in the area and afford to buy / rent decent property. Too expensive housing v low salaries in the District is the problem.
  - In the event of unemployment
  - In the present national economic climate the possibility of reduced income and/or higher costs is a constant worry.
  - Increase in Council tax - as the local paper has indicated that the above tax is to be raised by £60.00 per household this year. Reduce pensions - public service workers!!!
  - It isn't worrying me personally. People need to learn how to budget and live within their means and not depend on "handouts".
  - Lack of interest on savings due to such a low bank rate.
  - Maintenance as a pensioner, while supporting my wife in a care home.
  - Maybe the telephone bill.
  - Meeting mortgage payments - 1 of us and possibly the other is facing redundancy. Also getting another job - we're in late 50s.
  - Mortgage and if either of us is made redundant
  - Mortgage and if either of us is made redundant
  - Mortgage as well as being able to live in this area - transport charges, Council taxes
  - Mortgage debt.
  - Mortgage debt.
  - Mortgage on repayment only
  - Mortgage payments
  - Mortgage rises.
  - Mortgage, loan.
  - Mortgage.
  - Mortgage.
  - My main concern is the shortage of suitable social housing and the long waiting times. Currently we have to privately rent and my main concern is that private rents are constantly increasing whereas the LHA rates that determine housing benefits, do not keep pace.
  - My wife and I have avoided debt problems, but we are pensioners with limited means, so we may have problems in the future.
  - NHS unable to work to a budget.
  - No cause, on the basis that there are NO poor people, as there are too many handouts. During the war years , if you did not have money to buy food, you did not eat.
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- No personal debt. Council debt re: councillors expenses.
  - None personally. However, I worry about that of my young married children.
  - Non-payment of accommodation rent.
  - Of a worry are delays in H/benefit payments to e.g. H/associations, etc. putting tenants at RISK. DEBT that is not of their making! (incl) severe stress etc. to the elderly!
  - Over spending on credit cards.
  - Overdraft, Credit Cards, increasing costs.
  - Payday loans
  - Paying household bills.
  - People not paying rent.
  - People with low credit scores, they are forced to go to companies e.g. Wonga with an interest rate @ 1,500%.
  - Personnel spending in your hands.
  - Poll tax.
  - Possible care costs in the future.
  - Rent and food bills.
  - Rent arrears, credit card and mortgage.
  - Rent arrears, whether it be social or private housing.
  - Rising costs in food, utilities such as gas, electricity.
  - Secured loans. Mortgage interest increases.
  - Sheltered housing provision is unaffordable for those of us living on state pension and pension credit only - because of the obligatory "extras" which are not covered by housing benefit.
  - Should I require long term residential care in the future, I have concerns about adequate provisions locally, and using costs for those with savings and which will lead to debt in many cases.
  - Sudden unemployment would cause concern financially.
  - The cost of everything is increasing, employment (beyond seasonal) is not good throughout the district - paying all essential bills is a worry.
  - The country's debt not any personal debt.
  - The extra money being spent of propping up people not born here, the extra burdens put on hospitals, doctors, police should be funded by EEC and not the local people.
  - The National Debt, but I don't think that's what you're asking about.
  - The younger generation not being able to purchase houses and afford to bring up families.
  - Trying to stretch fixed pension to ever increasing expenses. We have reached the age when enhanced age brings with it extra personal health costs.
  - TV adverts conning people to borrow money.
  - Unemployed.
  - Use of payday loans. Buying on credit cards but not able to clear these debts.
  - Utility bills and council tax.
  - Utility bills and repair bills.
  - Vet fees for my dogs.
  - Water rates.
  - Water rates. Council tax.
  - Young people and credit cards.
  - Young people being over-extended on currently low-interest mortgages.
  - Young people cannot afford the high rents and get themselves into debt and become homeless.
  - Young people for further education. Financial support for transport for school age children who are going to specialist schools i.e. performing arts at Henley High School for Stratford based children.
  - Young peoples' mortgages.
  - Youngsters being allowed to have credit cards. How stupid.
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**Q17 Regarding Social Inclusion, problems caused by finding it difficult to access shops and other services because of where respondents live (101 comments)**

- As parking generally poor in town use retail parks
  - Buses are too expensive, parking too pricey, traffic a nightmare.
  - Convenience and working hours
  - I don't shop much in Stratford town centre.
  - I shop as much as I can in Studley but the range of shops is poor.
  - I suffer with COPD but am not disabled enough to qualify for a blue badge. Therefore, parking in town centre is a problem for me, due to breathing problems whilst only walking short distances.
  - In Kineton we are about to lose our bank and we will need to travel to Stratford or Leamington and the bus service could be improved.
  - It would cause me huge problems if I didn't drive as the local bus service is sporadic at best.
  - It would cause problems if I did not have a car. There is virtually no public transport in our village
  - Live close to town centre
  - Longer drives to such
  - Mileage from village running 2 cars
  - No longer able to walk far or for very long I have to take my car whenever I need to go out and then have to time my journey in order to find somewhere to park. It is as far to walk to the nearest bus stop as into town from my house.
  - No problem at the moment as I have a car but am aware that if this wasn't the case things would be very different.
  - No regular bus service in this village
  - None at the moment because I drive. Although traffic congestion can be a problem.
  - not enough buses and also we are unable to use a pass on the trains unlike other local authorities i.e. Birmingham who have more buses and can use their pass on the local trains
  - Only issue is closure of policing services in the village
  - Parking in town is a joke, you have limited parking space, poorly signposted and poorly located, the park and ride is a joke, why use this when you simply site in the same traffic and again where the drop off / pick up points are limited within town. Then you have overzealous ticket wardens ready to right you up for a parking violation even within the 10 minutes of grace period - and these people work for a 3rd party company that is based outside the local area so local money is going out the area. This discourages a "quick pop into town for x" because - you can't park, it's not quick because the traffic and when you do park you have to rush around to avoid parking tickets. This is not good for local shops or the local residents.
  - Require a car.
  - Say no but I do have a car. Not good for bus services but convenient.
  - Taxi too expensive bus service timetable too erratic and long delays between busses have to use own car which in turn looking for parking traffic queues etc.
  - The Birmingham Road. It now routinely causes traffic congestion throughout the town backing up over Clopton Bridge, Evesham Road, Seven Meadows, Shipston Road and Alcester Road. It needs a major re think, removing some of the traffic control measures (traffic lights and the pedestrian lights outside of Staples). Besides affecting locals I also feel that visitors will also avoid coming here. I regard this as a priority particularly with yet more significant development off the Birmingham Road underway. It can now take up to 30 mins to get from my home to shops on the Birmingham road.
  - The Long Itchington Post office is about to be closed
  - The move of our health centre in Bidford without provision of the promised shuttle bus is a local problem.
  - There are no shops and services where we are
  - Too much traffic - parking expensive
  - Total reliance on car!
  - Traffic in the town is a disaster and more needs to be done to keep cars out of town. Those of us who do not have mobility difficulties should be walking or cycling more.
-

The strategy of planning parking round villagers who want to drive in and pop into the shops and out again is not appropriate. Bridge St and other parts of the town should be pedestrianised.

- Travel requirement.
  - Very difficult to get into Stratford town itself to use bigger shops, leisure centre, banks etc. due to awful traffic issues.
  - We have three children who are now young adults and have had to spend most of their teenage years driving them around due to the paucity of bus services
  - We live in a small rural village without a local shop, we have to travel to go shopping which isn't convenient & certainly isn't very 'green'
  - We used to drive to Stratford to do general shopping and park at the Waitrose car park and use the park and ride. This service has now ceased. You can park still at the car park but to catch a bus into town you have to take your life in your own hands and cross a very busy road with no pedestrian crossing. Did it once and never again as my mobility is poor and it was positively dangerous. I can no longer shop in Stratford
  - Yes due to Traffic, traffic, and more traffic. Doesn't cause problems any more as I now go to Leamington or Solihull to avoid Stratford traffic.
  - As I am over 60 live alone if bus service isn't running into town I have no transport.
  - As I reside in a village, while there is a shop and (P/O) and H/Centre, there is no supermarket, or a DECENT mobile, tel, phone signal or (petrol - garage) nearest - Stratford town centre 5 miles away. Buses make a journey for a simple (cheap) shop. Time - consuming and long - winded! And a problem for the elderly and infirm.
  - As noted against Q7, we have to organise volunteers to collect prescriptions from 4 miles away and we have to organise transport for those not having access to a car. We have to drive at least 3 miles to get milk or bread etc. and 5 miles to get medicines not on prescription. We pay more for our food etc.
  - Bus service in Studley poor for Stratford. We are car owners / drivers so OK. However, if we weren't only local shops would be accessible. Wouldn't be able to visit Stratford evenings if weren't drivers.
  - Bus service only once a week.
  - Buses are very infrequent in Studley. We need more.
  - Buses. Traffic - too much so unpleasant to walk / cycle. Lack of infrastructure before housing is built.
  - Cancelling of 333 "Waitrose bus" was a major mistake.
  - Cannot get a bus back from town after 5.50pm. This is a ridiculous situation if you want people not to use their cars. If I go on a day out with any of my clubs I have to pay £6 for a taxi.
  - Community shops would be useful.
  - Cost of getting to supermarkets and serious problems with traffic from JLR at certain times of the day.
  - Difficulty parking near enough to shops etc.
  - e children who are now young adults and have had to spend most of their teenage years driving them around due to the paucity of bus services  
More buses and cheaper fares
  - Even with a blue badge because of restricted mobility, parking (in Wellesbourne) is an increasing problem where there are shops and other services. With many new houses being built one wonders if SDC has thought through traffic flow. No one would welcome parking meters, but many cars park all day, (possibly? using the regular bus services to continue their journeys??) There are many elderly residents around.
  - Have to use car and too often for short journeys. Nearest newsagent/shop 2-6 miles away. 2. Library is closed on the day UBUS runs! 3. Have to plan and often expect frustrations/limitations!
  - Hospital appts
  - I am totally housebound because I am registered disabled. The only time I am able to get out is when the ambulance collects me for hospital appointments or when a friend collects me to take me for a treat, rare occasions.
  - I find it virtually impossible to get to a doctor's surgery - the nearest one is in Kineton and I do not own a car.
  - I have access to a car so I can get to the shops, HOWEVER, people near where I live
-

ask for lifts frequently!

- I have to use my car every time I need to go shopping. This causes pollution, congestion for other road users and costs money.
  - I have to use my car instead of public bus services. Environmentally this is very poor!
  - I totally rely on my husband to drive me to shops. I suffer with asthma and COPD, plus arthritis and would not be able to get to and from our local shop or even Doctors. I would need to ask for help from neighbours.
  - If it did cause a problem - access to shops and services would be bettered by bus services.
  - Lack of dependable bus services in area mean getting to shops, appts etc. more difficult now.
  - Lack of local shops, no public transport to village which must make life difficult for those who don't drive / the elderly.
  - Lack of meaningful, clean, timely, affordable public transport.
  - Lack of public transport in our village means we have to rely on our own transport - non-drivers are stuck at home with no way of getting to shops other than walking.
  - Lack of transport.
  - Living outside the town, with poor / expensive public transport.
  - Making appointments (Medical, Dental).
  - Means an increase in the family budget.
  - Medical appointments.
  - Need a car and ability to drive. Have to drive my wife to shops.
  - Need to run a car. I otherwise would not.
  - No bus service to the largest retail outlet in Stratford i.e. Tesco, etc.
  - No but only because mobile at moment.
  - No footpath between house and Wootton Wawen stores. Husband uses a mobility scooter and there is no continuous footpath from one end of the village to the store.
  - No public transport in rural area.
  - No shops in Great Wolford. No post office. No transport services.
  - No shops in village.
  - No Sunday bus service. No seating or shelter at local bus stop.
  - No, limited public transport is an issue that needs resolving.
  - None as we can drive.
  - OK as long as you let us pensioners keep our bus passes.
  - Only because I have a car and can afford to use it!
  - Parking and congestion.
  - Parking too expensive and insufficient places.
  - Perhaps more a feature of where live and work. Leisure facilities difficult as per previous question. If didn't have a car all would be more difficult.
  - Problems accessing health care services because of poor bus service in particular my daughters mental health over the last two years, dentistry doctors surgeries, etc.
  - Reinstatement of Waitrose bus into Stratford centre
  - Solve traffic issue
  - Steps up to businesses make it difficult for me to enter as I have walking difficulties. I am thinking about Studley at the moment.
  - The distance I have to walk to shops as we do not have a bus service to town on our estate we used to have one that came from Napton. All the elderly miss that bus service.
  - The lack of a public transport service means wither the use of a car or increasingly online shopping for day to day groceries. Again the same reason applies to minimal use of sports and library services. The immobile / elderly groupings are forced into a lovely "in-home" existence.
  - The quality and variety of retail shops in rural villages are reducing so special journeys are necessary to larger towns. (Not necessarily S-o-A).
  - There are no cycle routes between Wellesbourne and the main stopping centre of Stratford. Roads are too dangerous to cycle safely. You need a car to leave Wellesbourne.
  - This doesn't cause me difficulties at the moment but if I didn't drive I couldn't reach Hospital and Clinic appointments in Warwick and S-on-Avon. Sometimes I have to
-

order a volunteer driver from S-on-A to get me to Warwick for eye treatment. No buses connect to anywhere!

- Traffic congestion.
  - Traffic delay.
  - Traffic problems in the main such as traffic lights on Birmingham Road.
  - Traffic!!!
  - Transport in Stratford is a nightmare parking expensive, I have a bus pass which is great but catering for grandchildren, food shopping is awful.
  - We are about to lose our bank and we will need to travel to Stratford or Leamington and the bus service could be improved. Better bus service to Stratford, Leamington and Banbury.
  - We live in the country so have to drive everywhere. That is not a problem.
  - Wheelchair access to shops in Bidford is poor and the footpaths lack width, i.e. access ramps.
  - Without own transport, I would be reliant upon public transport and its limitations.
-

**Q18 Regarding Social Inclusion, what could be done to improve access to services (115 comments)**

- Better bus services from Wilmcote to Stratford.
  - I am 56 and my husband 58 and both in full-time work, attend a gym regularly and in good health so don't see the over 55 age differential actually applies to our life-style needs. Given increased life expectancy and the fact retirement age is increasing, I think consideration needs to be made to changing this age range - I am expected to work for another 10 years.-.
  - An important service for us is Broadband and Mobile Phone coverage. In our village these are dreadful in that they are often unavailable and are of very bad quality at the best of times.
  - A better transport policy. More local buses.
  - A bus at the relevant times. Co-operation between Stagecoach and Vale of the Red Horse Health Centres.
  - A bus shelter or two in places like Brailes.
  - A decent bus service would encourage me to use this rather than driving
  - A direct bus serving Stratford / Henley / Warwick that ran at least once a day, preferably much more frequently.
  - A little bit better bus service, but very grateful for what we have got.
  - A more comprehensive bus service, one not wholly dedicated to shopping and with more routes and more frequent stops.
  - ANOTHER BRIDGE OVER RIVER. NO MORE HOUSING. NO MORE DEVELOPMENT ON BIRMINGHAM ROAD.
  - Appoint a "Hitler" in charge of planning, etc.
  - as above - allow us to use passes on our local trains
  - Be drastic with traffic management. Take traffic out of town centre & introduce bus only lanes.
  - Better and more reliable public transport system - a bus station to ease some of town's congestions and ability of buses to meet timetables.
  - Better bus route to include retail outlets in Stratford.
  - Better bus service to Stratford, Leamington and Banbury.
  - Better bus services - evenings / Sundays.
  - Better bus services.
  - better parking facilities
  - Better parking, keep big lorries out of town centre, make a proper bus terminal, restrict the use of traffic lights to help keep an even flow of traffic.
  - Better planning around infrastructure.
  - Better public transport for people without vehicles
  - Better traffic flow and parking.
  - Better transport services to villages.
  - Bus prices high (Johnsons).
  - Buses!
  - Buses/ taxis on demand.
  - Businesses required to have slopes.
  - Cheaper parking for residents in Stratford. Less congestion on Birmingham Road
  - Common sense to planning and traffic issues. What is our M.P. supposed to be doing apart from holding meetings to enhance his standing although outcome has yet to materialise.
  - Continuous footpath through Wootton Wawen. Crossing to help people cross the A3400 in Wootton Wawen.
  - Difficult to know the bus service is SO sparse - access to a community transport scheme for my daughter. - access to rent a moped scheme - which I assume no longer exists.
  - Difficulty in driving into town via the Birmingham Road and Alcester Road - therefore shop elsewhere. Need to review parking in town and consider pedestrianisation of town centre (Bridge St).
  - Direct bus service Long Itchington / Southam to Coventry.
  - Don't charge for parking. Parking is also too far from shops in summer when it's hard
-

to get a space, so not worth the bother!

- Ease the traffic congestion
  - Ensure planning gain brings retail outlets to the village
  - Find a suitable site to create a bus station.
  - free car parking
  - Free public transport for over 65's.
  - Get a decent reliable bus service from Stratford to Wellesbourne
  - Get an out of town supermarket?
  - Have a clear public transport plan in place to address all the needs for the main visitors to the town, that being people from outside the town in the surrounding area (bus routes / times) and tourists who a) will be staying within the town or b) travel in to town on a day trip at different times. There for, better coach access to places such as the Theatre or old town (as near to as possible) better bus routes for local people based on what local people need to do (so if you work in town you need your bus to arrive in town with time to get to your place of work and to be close by - have the park and ride times improve - there is a reason why no one uses them). Better communication.
  - Have a vehicle come down Stratford Road, Lighthorne Heath on one day a week or so, to give me the opportunity for someone like me to get out, just a ride out and back again is wonderful.
  - Haven't needed to access some other services - but if I did late night or weekend availability would help. Transport for those without cars and as per question re: leisure facilities.
  - Help (generally elderly) people to use a computer to get online deliveries of groceries. - Restore bus services or extend the hours that Ubus operates and its frequency.
  - I am afraid I do not know the answer. Logistic planning is terrible, i.e. putting a McDonalds drive in, in one of the busiest parts of the town who thought that would work.
  - I am fine as I am young, fit and have a car. I think that families who have less disposable income and no car, or elderly or disabled people particularly in rural areas, would need more assistance in this respect - if the services are available, then I do not know about them, but I am not really your target market as such, so it is difficult for me to comment as to what is there and what isn't. As a taxpayer, if there was some assurance that monies went directly towards those services rather than plugging a pension gap that the Powers That Be have not planned for, then I would be more than happy to pay an additional amount.
  - I strongly feel Stratford should lead the way nationally with cycle routes. A new route could be created along the Avon from Alveston and Tiddington into town, the centre could be pedestrianised with cycle routes. A scheme such as London where you collect and drop off bikes from strategic points would be wonderful. This would decrease pressures on buses, enable more children to make their own way to school, increase business use and be incredibly forward thinking.
  - I suggest that members of SDC staff are asked to experience for one week, living, commuting and surviving in a village. They should shop where we have to shop and be subject to the increased food prices. We need better public transport.
  - I think I have answered this under question 17. Improve traffic flow when possible, but avoid the need for parking meters: possible time restrictions in very busy roads, based on an honesty policy.
  - I think if I needed help we are lucky to have volunteers but, perhaps, some areas would not have this help.
  - Improve road flow and layout round Stratford.
  - Improved bus service
  - Improved bus service.
  - Improved public transport. Improved traffic in Stratford. Improved internet speed in Tysoe.
  - Improved public transport; improved traffic access to, transit through and parking in Stratford.
  - Improvement of public transport.
  - Improvements to public transport.
-



- In remote areas like Whichford, allow over 60's bus passes to be used on the early school buses. No potential danger for children! E.g. 08.30 bus Whichford to Stratford.
  - 2. Synchronize library opening hours with local bus schedules.
  - Johnson's coaches to publicise shoppers' bus route. Little or none at present.
  - Local bus service along A435
  - Local shop in Northend
  - Lowering kerbstones further, as I have to push a very heavy wheelchair.
  - Make footpaths wider and incorporate more access ramps. My route into Bidford includes Wessons Rd, Hillview Rd, The Leys, and Grafton Lane. Some of my route has to be on the road as access ramps are non-existent. Also cars parked on pavements blocking thoroughfare.
  - More bicycle stands near services.
  - More buses and cheaper fares
  - More buses from villages.
  - More free parking
  - More frequent Public Transport.
  - More frequent service to enable doctor and dentist appointments to be reached.
  - More money for volunteer drivers.
  - More public transport.
  - More support for communities looking at establishing a community based shop / facilities.
  - My wife is disabled so Town Centre curbs should be lowered at key points so crossing is possible with wheelchairs - Ely St, Shop St junction.
  - Nothing
  - Nothing - I manage and cope.
  - Nothing ~ Live in countryside through choice not viable to offer public transport a no one would use it. Village shop would be nice though
  - Nothing, bus services appear adequate from my home village.
  - Nothing.
  - Perhaps more Blue Badge spaces.
  - Planning decisions need to limit too many of the same types of premises to make their businesses sustainable & provide more variety. Support could perhaps be provided to encourage rental of empty premises.
  - Post office / small shop in Moreton Morrell or new cycle path to connect Moreton Morrell to Wellesbourne.
  - Printed information on how to access services.
  - Probably not a lot.
  - Provide better bus services.
  - Provide village store.
  - Provision of Sunday bus service say 1 per hour. Shelter and seat at local bus stop.
  - Public transport doing a loop around Winderton when picking up and dropping off in Brailes.
  - Put in safe cycle routes.
  - Reduced traffic through town to the Maybird.
  - Regular bus service
  - regular bus service
  - Regular bus service or more services in the village.
  - regular bus services to all the villages cheaper day rate taxi services
  - Reinstatement of Waitrose bus into Stratford centre
  - Restore above service, even if it was restricted.
  - restore the village Post office
  - Retain bus services. Some areas (like Southam, Harbury, etc.) lack cycle routes between towns and roads are too dangerous to cycle on.
  - See above.
  - Smaller mini bus transports or bus lanes so you don't get stuck in the rubbish traffic that has been caused by the road system dept. and people who vote who DON'T live in Stratford or indeed close by.
  - SOLVE TRAFFIC ISSUES
  - Some public transport e.g. minibus from Stratford to Warwick.
-

- Something like a ring and ride service and information of what services are available e.g. Adult education, social groups etc.
  - Sort out the traffic, reduce business rates for more unique local (non chain shops) to improve the quality of the experience
  - Sort town centre traffic out - pedestrianise and create proper unobstructed cycle lanes and bus lanes
  - Special parking arrangements for people such as me (say 2 or 3 hours)
  - Strengthen the penetration of citizen networks like Older Persons Forums (Senior Citizens Action Network). Emphasise the importance of parent organisations and assist the initiatives of young people's groups like Boys / Girls Brigades and Scouts, perhaps establish a centre for Young Persons activities and try to get voluntary support for funding and management.
  - The "major" shopping precincts and s/markets supply hourly (free) buses! Accessing villages etc.!
  - The rural bus service is very limited so I take my car. For those without cars, the lack of buses is isolating.
  - Think.
  - Traffic light on Clopton Bridge - ban all lorries between 7 am and 8pm.
  - Transport!
  - We always find plenty of access to our local services.
  - Widen pavements in town centre and restrict cars etc.
-

### **Q21 Other Reasons for this (18 comments)**

- Too busy!
  - I organise social meeting places. I am not sure about the future of these activities.
  - Street crime.
  - Camaraderie.
  - What must be realised! Almost all (OAPs) are still 25 in their minds, hearts and soul and always will be. They DON'T want (e.g.) whist drives, bingo, old-time dancing, etc.
  - Not interested.
  - I have no car now so I rely on other means of transport but I do go out socially and friends come in to see me etc.
  - Not a social person.
  - As long as I hold a driving licence - ok. If the time comes when I don't who knows?
  - I am a carer and apart from taxi to stroke club, it's hard to afford trips further out.
  - Other than going to Tesco's etc. there is nowhere.
  - Lack of information and informal meeting areas.
  - Don't really desire the need for company.
  - Unable to find groups locally with similar interest.
  - Not what I require.
  - Bus services appear to stop about 7pm, taxi in town clutter the place up and grossly overcharge.
  - I don't want to be "sociable".
  - I have to drive into Leamington or Banbury to access things which is a 20 mile round trip in either direction.
-

**Q23 What specific activities not available at present would you like to have in your area? (111 comments)**

- My main interests are reading and writing. (I attend two poetry groups in Stratford, going to one by taxi and being given a lift to the other). Any group involved with creative writing would be welcome, or perhaps a reading group.
  - A community hall - i.e. the Greig Hall.
  - A Council run walking group and maybe some sort of fitness classes for active over 55's - a lot of people my age like walking, but being alone is not much fun. A group would be a good idea, with maybe a pub lunch included!
  - A drop in centre with food, etc. plus exercise facilities.
  - A frequent bus service running through the town for a small flat charge - say 20p.
  - A group of people who would be happy to visit elderly people on a regular rota to offer company to people who live alone and can't get out.
  - Activities are limited due to size of village. If able to get out there are other activities nearby
  - All options are open to me as I own and drive a car, it would be very different if this option was not open to me.
  - Although I've answered NO, I'm not sure. Certainly there isn't anything in the evenings or weekends. Everything seems to be in the afternoons. As I still work at 70, evenings are the only time to go out.
  - An important service for us is Broadband and Mobile Phone coverage. In our village these are dreadful in that they are often unavailable and are of very bad quality at the best of times.
  - Any.
  - At present I am quite happy on my own or with my partner.
  - Ballroom dancing.
  - Better bus services. These get a lot of old people out of the house. (I mean Southam area).
  - Better transport links
  - Bowling. Ten pin.
  - cardio vascular gym
  - Coffee club / afternoon tea club maybe with a speaker once a month?
  - Computer training.
  - Dancing.
  - Daytime concerts, lectures, cheap day rates at theatre and pick up facilities bookable at some time. Swim only for older age during day time and cheaper.
  - Digital photography
  - Discussion/debate groups, events gatherings, singles clubs.
  - Don't know as I hardly use these activities.
  - Don't know of activities for over 55's.
  - Don't know.
  - drop in afternoon tea or similar a couple of times a week
  - Drop in centres for elderly
  - Exercise class.
  - Exercise groups.
  - fitness/ yoga classes Further education ( evening or day) classes e.g. photography, art
  - For older people like me I would like a choice of exercise like yoga or pottery, those are my personal choice.
  - For people with dementia.
  - General information made available where activities for older people are already available with details of how non car owners can access these places.
  - Happy with what there is. It is up to each individual to sort out their social activities.
  - Health and Fitness Club.
  - I am 56 and my husband 58 and both in full-time work, attend a gym regularly and in good health so don't see the over 55 age differential actually applies to our life-style needs. Given increased life expectancy and the fact retirement age is increasing, I think consideration needs to be made to changing this age range - I am expected to work for another 10 years.-.
-

- I believe that activities for older people restrict them to mixing with older people, older people should mix with the young.
  - I DON'T CONSIDER MYSELF OLD!!
  - I feel that social services do not actively support the infirm and immobile; too much is left to the families to organise their dependant and aged parents.
  - I have not lived in this village for very long. There is a coffee morning in the village every month, I believe. But other than that, I am not aware of much going on. I would expect that less mobile elderly people could feel quite cut off.
  - I may be in the minority, but I do not like to be treated as different just because I am naturally getting older. I prefer to socialise with people of all age groups.
  - I think there is a lot in Alveston / Tiddington / Stratford.
  - I think we are well served by arts organisations, social groups, WI, etc. and sports and leisure facilities.
  - If more activities are desired, these can often be generated by enthusiasms of the seekers.
  - I'm not able to comment as I am unaware of activities for older people in the district.
  - I'm not really sure what might be available or not since access my own activities (theatre, cinema, concerts, gym membership, road cycling, walking) - but I am in a privileged position.
  - In my area, Alcester, there are so many activities for over 55s that there is no reason to be bored!
  - Indoor swimming pool. Further development of grant schemes to better target the requirements and issues that confront sports and social groups who operate at a village level.
  - keep fit---- local education prog's---- e.g. how to recognize a scam and what to do if you are involved in one -----budget control
  - Keep fit for older people. Drop in session @ local health centre re: benefits / citizens advice.
  - Keep fit. Information on local bus services.
  - Knit and natter. Art / drawing classes, arts and crafts generally. If there was somewhere really warm and comfortable with refreshments. Older people do tend to feel the cold a lot more than youngsters.
  - Less "village" focussed events. I don't go because there is too much village gossip I want to go to Leamington for events to meet people outside my village.
  - Lunch club. Outings.
  - Many groups and activities for older people are available but the intended recipients don't always know about them. For this reason, Sunny Side Up is organising on Saturday 21st May at the Levi Fox Hall, KES, an exhibition bringing together under one roof many of the local organisations, charities, voluntary groups and clubs whose activities are aimed at older people. We would like some support please! See [www.sunnysideup-uk.org](http://www.sunnysideup-uk.org).
  - Maybe special events at Arts Centre or maybe trips.
  - More (single) evenings that cater, up to old age, not nursing home (type) events!
  - More exercise / sport.
  - more facilities to help elderly learn how to use and stay safe online. As most services especially council and government seem to be using online, the elderly need to feel confident in being able to use these services.
  - More outdoor areas set aside for older people to meet and relax.
  - More specific physical group activities:- Phase 4 cardiac rehabilitation, walk, football, 5 a side etc.
  - More use of local Village Hall for activities promoting health and well-being. e.g. Fitness Classes, Cookery demonstrations, screening of classic films etc.
  - My answer to Q22 should be 'Don't know'
  - None (other than LESS housing).
  - None. The church sports club and other voluntary bodies organise plenty of activities.
  - Not a lot in the village I live in.
  - Older people are just people. They may have mobility or transport problems, especially in Stratford, but surely they have just as wide a range of interests as people under 55. I have specific cultural interests and have taken my own steps to find activities where
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they can be found, but they wouldn't be everybody's choice. Perhaps mobility and transport are more the problem.

- Older people who are effectively housebound due to mobility or fear of going out become very lonely. To qualify for any service provided by SDC, they have to meet certain criteria which many no longer meet. There are voluntary services like coffee mornings etc. but some of these are associated with "faith" which some people don't realise are not about faith. Also these services can't usually provide transport.
  - Outdoor bowls for the elderly.
  - Pensioners Lunch Club.
  - People should make an effort themselves. There are a lot of activities and opportunities out there if you make the effort.
  - Perhaps an exercise group for the elderly might be good. Light walking around the park, etc.
  - Public transport
  - Q22 - Don't know what specific activities are available.
  - Rambling Ballroom dancing
  - Resurrection of (say) gardening club. Monthly get together for film. Music talks etc.
  - SDC policies do not allow for community activities in newly built estates therefore no community sense. This is applicable to all age groups.
  - See Q18. The concept of SCAN COULD be extended and it need not cost very much if contributions were sought for part of the programmes.
  - Shop with post office.
  - Short mat bowls.
  - Single / solo / silver line / lonely people social groups.
  - Social groups.
  - Solve traffic issues
  - Some activities are oversubscribed necessary to go on a waiting list before attending.
  - Sports for older residents. Days out.
  - Structured Health Walks.
  - Studley hall.
  - Swimming pool open at local school for public use would be appreciated. Improved tennis, badminton. Squash courts - more needed in the District.
  - Ten pin bowling (for young and older). Missed opportunity with redevelopment of leisure centre and town square.
  - The problem is identifying older people who need to meet others socially and to provide accessible information about these opportunities.
  - The village is too small to have separate facilities so depends on what occurs in nearby larger villages. This is ok whilst you are physically able to get about.
  - Theatre and film group. Exercise classes.
  - There are a lot but a leaflet with them all on would be excellent so people could access them more easily. To include social groups i.e. Stratford Swans, Ladies Link, U3A, Knitting group, Men's shed. As well as "help" groups.
  - There are a lot of different activities in a good village like Studley for lots of people.
  - There are many specific activities especially for older people but more needed but provision for young people, such as sports and leisure activities are still without a suitable centre specifically for them.
  - There are NONE available
  - There may be activity but we are trapped by health issues.
  - Transport to Shipston, Stratford and Banbury more regular.
  - U3A: bird watching; history; philosophy; Spanish.
  - Unable to comment as do not consider 55+ to be old and leading a full life. I believe this should be put to 70+.
  - Use of a nearer swimming pool. PS Rural cinema has been great.
  - Walking groups Earlswood we are near Solihull and Shirley.
  - We have lost the majority of leisure activities which used to be held at the college i.e. sewing; languages for pleasure etc.
  - We need better transport systems - road, rail, etc. We need better REASONS for coming into the town - TOO many vacant shops!
-

- We need to ensure that we do not put older people into a box. Activities should BE available to all as should appropriate accommodation.
  - What can be expected in a village swallowed up by fast driving car commuters?
  - Whist drives etc!
  - Yoga for retired people
  
  - Yoga, Pilates, gym membership with proper concessions for the over 60's are older but still having to work.
  - Zero activity. Any activity would be welcome!!
-