



CITIZENS' PANEL RESULTS

FINAL REPORT

NOVEMBER 2013

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Stratford-on-Avon District Council Citizens' Panel: November 2013 Results

1. Introduction

The Council has a Citizens' Panel, which contains a representative sample of people living in the District of Stratford-on-Avon. By surveying this Panel, it is possible to obtain views and opinions broadly representative of local residents. The following results are from the November 2013 Panel survey.

2. Methodology

518 questionnaires were returned (143 via email and 375 by post) from a mailing to 1172 residents (345 emailed and 827 received a paper copy) in November 2013, with a closing date of December 5th. 19 questionnaires were returned not completed for a variety of reasons, i.e. moved away. This represents a response rate of 44.9% (41.5% email, 46.4% post).

LOCALITY	Number Returned
Alcester-Bidford	88
Henley-Studley	77
Shipston	72
Southam	54
Stratford	128
Wellesbourne-Kineton	68
Unknown	31
BASE:	(518)

The report follows the order of the questionnaire. Charts and tables are used throughout the report to assist the interpretation of the results. In some cases, anomalies appear due to "rounding".

The term "base" in the tables and charts refer to the number of responses to a particular question.

3. Summary of Results

Small Business Saturday

- On average, respondents did 80% of their shopping in chainstores/supermarkets and 20% in local independent shops.
- 59% said the limited availability of items prevented them from shopping in local independent stores more often. 51% cited the cost of items, 47% quoted parking and 41% said convenience.
- Exactly 50% were in agreement with the statement: "customer service provided by local independent stores is better than that given by larger chain stores" as opposed to 11% who disagreed.
- 32% of residents spent up to £25 in their local independent shops on a monthly basis and 28% spent between £26 to £50.
- Of those surveyed, on average 15% of their shopping (food and non food) was done online.
- 64% of those who shopped online purchased books or magazines, 55% bought electrical goods, and the same percentage (55%) said clothing.

Mop Fair in Stratford

- 76% agreed that the Mop Fair is part of the heritage of Stratford versus 8% who disagreed.
- 64% disagreed with the statement: "the Mop fair had no place on the streets of Stratford", versus 17% who were in agreement.
- 53% were in agreement with the statement: "Traffic congestion causes me to alter my plans when visiting Stratford at the time of the Mop".
- 63% agreed that they did not mind being diverted on to an alternative route whilst the Mop fair is in Stratford, compared to 18% who disagreed.
- 16% visited the first Mop in October and 6% visited the Runaway Mop in the same month.
- Of those who visited the Mop, 45% said they visited it for the atmosphere, and the same percentage stated they took the family as the children enjoyed it. 35% went to enjoy the fairground experience and 23% went to meet up with friends or family.
- 41% of Mop visitors went on the rides, 36% just went to there without going on rides etc., and 33% went to the stalls.
- 29% of those attending the Mop said they did so every year and 47% came most years. For 5%, it was the first time they had been.
- When asked who they went the Mop with, 34% said they went as a whole family. 30% went with their partner and 27% went with their children.
- 63% went to the Mop by car, 32% walked and 8% travelled by public transport.
- 71% of those residents who travelled to the Mop by car parked in a car park, 24% parked on the street and 5% parked at someone's residential property.
- 88% who attended the Mop confirmed they felt either fairly or very safe there.

- 72% of residents who went to the Mop liked the atmosphere, 57% liked the fun of it, and 40% like the stalls.
- All residents, not just those who attended the Mop, were asked to give their view on the future of the Mop Fairs, and if there was anything which needed to change. 30% expressed no view, 29% felt there should be more traditional style rides, e.g. Victorian, and 23% said make no changes.

Sports and Leisure Provision in the District

- 68% rated the range of sports and leisure provision in the District in terms of opportunities and choice of activity (Leisure Centres, Play Areas and Community Centres) as either fairly or very good. Poor ratings were at an all time high with 12% of respondents rating them as fairly or very poor.
- 97% felt it was very or fairly important that SDC provides opportunities for local residents' participation in sport and leisure, up one percentage point from the previous survey and the highest ever across all four surveys.
- 91% were of the opinion that investment in sports and leisure provision in the local community will contribute to an improvement in people's health. 69% felt it would contribute to an improvement in making the area a better place to live and 58% indicated that it would contribute to an increase in jobs for local people. 49% thought that it would bring a reduction in crime, slightly less than in previous years, and 40% a safer community.
- 68% of respondents felt teenagers were the priority group for investment in sports and leisure provision, 18% stated older adults (aged 60 plus) and 14% young children (up to 12 years old).
- 42% said they had used the SDC website to access information. Of those that did use it, almost exactly three quarters (75%) used it to access information about leisure centres or swimming pool timetables. 28% of those using the website accessed information about fitness classes and gyms.
- 44% of residents rated the SDC website section for leisure services as either fairly or very good, versus 4% fairly poor.
- 49% had heard of the Sport Relief Mile and the same percentage had heard of activities for older adults, such as bowls and health walks. 28% had used the play areas maintained by the SDC in Stratford town and 26% would like to do / use if they could the activities for older adults.

Sports and Active Recreation

- 49% confirmed they had not visited / participated in local leisure pursuits in the last 12 months, which was the same as in 2011. 19% said they visited / took part in local leisure pursuits more than once a week, which was the highest percentage recorded for this frequency over the ten year period.
- 64% of respondents regularly participate in walking, 56% participate in gardening and 24% went swimming.
- Approximately, 19% of those surveyed participate in sports and active recreation five times a week or more, 18% participate twice a week and the same percentage (18%) said they never participated.
- Residents who never participated in sport and active recreation were asked what barriers prevented them from doing so: four in ten (38%) gave health reasons, 32% stated they were too old to get involved and 22% expressed a lack of motivation.

Making Your Voice Heard

- 35% of respondents were not aware that they can attend any meetings involving Councillors, compared to 65% knowing they can attend.
- 19% were not aware that they are allowed to ask questions at Council meetings involving Councillors; this is down by 12 percentage points from the 31% of those surveyed in 2002.
- 39% confirmed they would view certain Council meetings live through the SDC website, as opposed to 37% who would not. 12% stated they did not have access to computer and the same percentage (12%) said broadband was not good enough in their area to be able to view it.
- In the past three years, 47% of respondents had attended an exhibition or viewed plans of a proposed local development, 42% had telephoned the Council over an issue and 36% had signed a petition about a local issue.
- 51% confirmed that this will encourage them to contact the Council in the future to air their views, versus 13% who stated it would not, and 36% who said maybe.
- 22% of residents felt the Council never took their views into account, up by 8 percentage points from the 13% figure of 2002. 71% thought the Council took account of the views they made known to it sometimes, which represented a fall of 10 percentage points since the earlier survey.
- 66% were of the opinion that speaking to their local Councillor to influence the Council's decision making processes was either quite or very effective, down 7 percentage points from the 73% recorded in 2002.
- 60% thought contacting the relevant Council service was quite or very effective, representing a fall of 5 percentage points from the earlier survey.
- 54% believed being part of an existing pressure group was quite or very effective, compared to 65% believing this in 2002.
- 52% stated attending a public meeting was quite or very effective, 5 percentage points less than in 2002 (57%).
- 51% cited signing a petition about a local issue was quite or very effective, 7 percentage points down from the previous survey.
- 45% said mounting a campaign was quite or very effective, 14 percentage points less than in 2002 (59%).
- 42% were of the opinion that writing a letter about an issue to the local newspaper was quite or very effective, down by 6 points from the 2002 figure.
- 39% believed attending an exhibition or viewing plans of a proposed local development was not at all an effective way of influencing the Council's decision making processes.
- 38% thought writing a reply to a public consultation about a local issue was quite or very effective, down 9 percentage points from 47% in 2002.
- 34% felt contacting the Council's Leader was quite or very effective, versus just over a quarter (26%) who believed it not at all effective.
- 34% were of the opinion that attending any public session of a local Council committee meeting was not at all effective, 5 percentage points more than in 2002.

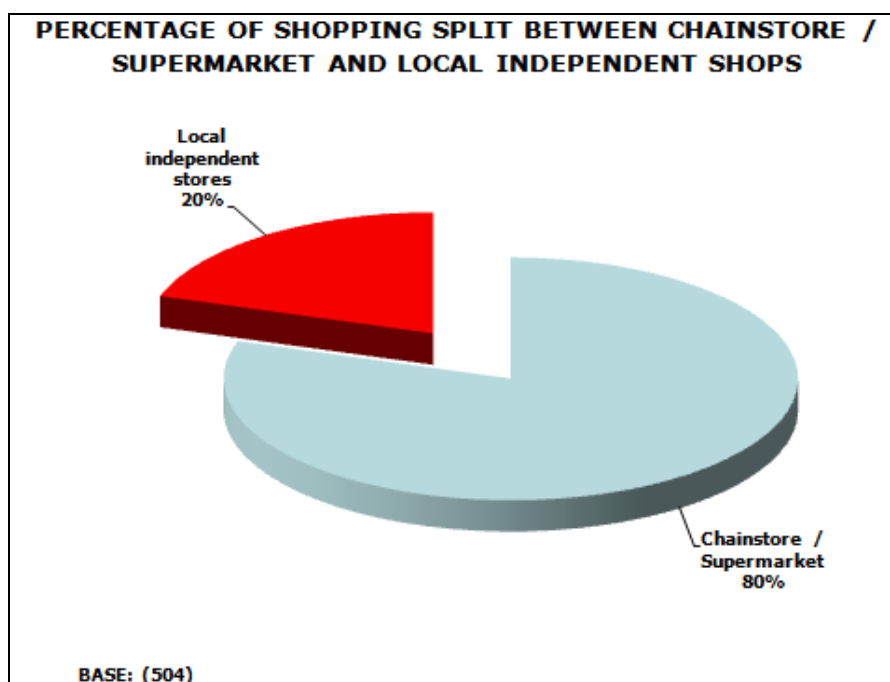
4. Results in Detail

4.1 Small Business Saturday

4.1.1 Percentage split of shopping between Chainstore/Supermarket

On average, respondents did 80% of their shopping in chainstores/supermarkets and 20% in local independent shops.

Chart 1:



Analysing feedback by localities in which residents live, shows that:-

- There is a 6 point difference between those going to local independent shops in Shipston locality (24%) versus Stratford locality (18%).

Table 1: Percentage of shopping split between chainstore/supermarket and local independent shops

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kington
Chainstore/Supermarket	79	81	76	80	82	79
Local independent shop	21	20	24	20	18	21
Base: (All Respondents)	(88)	(77)	(72)	(54)	(128)	(68)

4.1.2 What prevents residents from shopping in local independent stores

Six in ten (59%) of those surveyed said the limited availability of items prevented them from shopping in local independent stores more often. Just over half (51%) cited the cost of items and 47% quoted parking. 41% said convenience and other reasons were given, as illustrated in the table below.

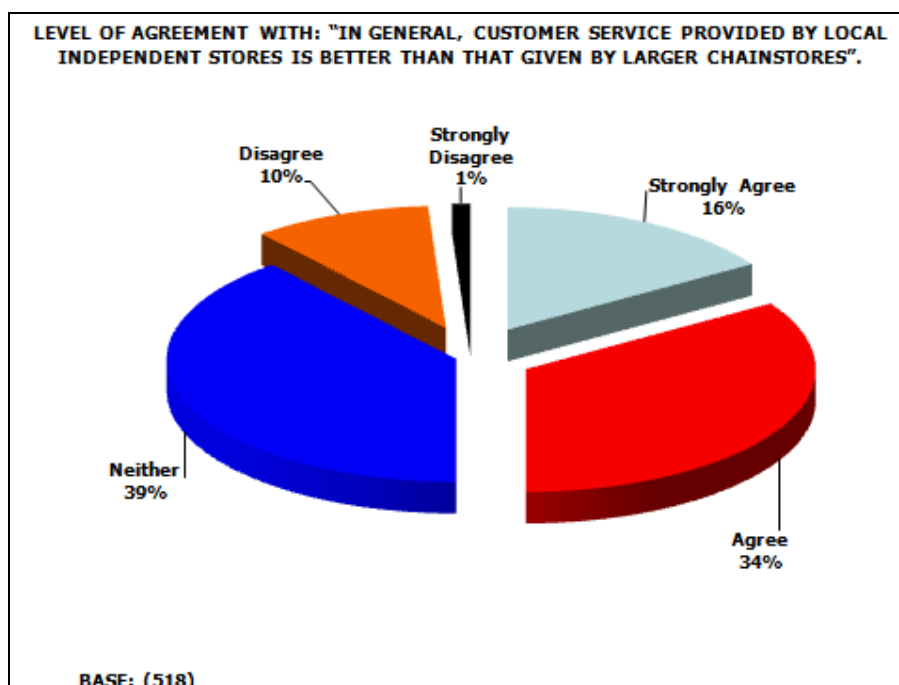
Table 2: What prevents residents from shopping in local independent stores?

Issue	Number	%
Limited availability of items	304	59
Cost of items	263	51
Parking	240	47
Convenience	211	41
Opening hours	95	19
Lack of transport	20	4
Had not thought to use them	7	1
Other	54	11
BASE:	(513)	

4.1.3 Level of agreement re: "customer service provided by local independent stores is better than that given by larger chain stores"

Exactly half of the respondents agreed or strongly agreed with the statement: "customer service provided by local independent stores is better than that given by larger chain stores" as opposed to 11% who disagreed.

Chart 2:



Analysing feedback by localities in which residents live, demonstrates that:-

- Six in ten Shipston locality residents (60%) were in agreement with the statement: "in general, customer service provided by local independent stores is better than that given by larger chainstores, versus 43% of those living in Southam locality.

Table 3: Level of agreement with: "In general, customer service provided by local independent stores is better than that given by larger chainstores"

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Strongly agree	13	18	24	17	15	19
Agree	40	32	36	26	31	37
Neither agree nor disagree	39	38	32	43	41	37
Disagree	9	10	8	15	11	7
Strongly disagree	0	1	0	0	2	0
Base: (All Respondents)	(88)	(77)	(72)	(54)	(128)	(68)

4.1.4 Monthly spend in local independent shops

Almost a third (32%) of residents spent up to £25 in their local independent shops on a monthly basis and 28% spent between £26 to £50. Nearly a quarter (23%) said they spent £51 to £100 a month in their local independent shops. The table below illustrates feedback received.

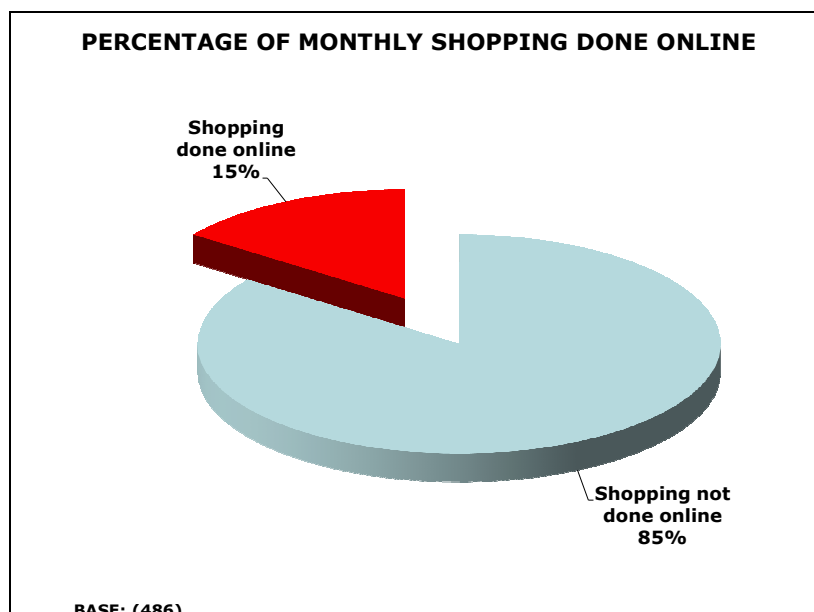
Table 4: Approximate monthly spend in local independent stores

Band	Number	%
Up to £25	161	32
£26 to £50	143	28
£51 to £100	115	23
£101 to £200	60	12
£201 to £300	9	2
£301 plus	4	1
Don't know	16	3
BASE:	(508)	

4.1.5 Percentage of monthly shopping done online and types of goods purchased

Of those surveyed, on average 15% of residents' shopping (food and non food) was done online.

Chart 3:



Results by locality show:-

- Almost one in five residents in the Shipston locality (19%) do their shop online (food and non food) on a monthly basis. In comparison in the most urban area of Stratford locality the figure falls to 11%.

Table 5: Percentage of monthly shopping done online by locality

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
Shopping done online	16	13	19	18	11	13
Shopping not done online	84	87	81	82	89	87
Base: (All Respondents)	(83)	(69)	(67)	(48)	(123)	(65)

Those who shopped online were further questioned as to the types of goods they purchased. 64% cited books or magazines, 55% stated electrical goods, and the same percentage (55%) said clothing. The list of types of online purchases is shown in the following table. Of the 23% who quoted other types of goods purchased online, 80 comments were made, as per Appendix 1.

Table 6: Types of goods purchased

Goods	Number	%
Books or magazines	228	64
Clothing	199	55
Electrical goods	198	55
Music or DVDs	152	42
Food	89	25
Software / computer hardware	91	25
Toys or computer games	86	24
Furniture	52	14
Take-away food	11	3
Other	83	23
BASE: (Those who shopped online)	(359)	

4.2 Mop Fair in Stratford

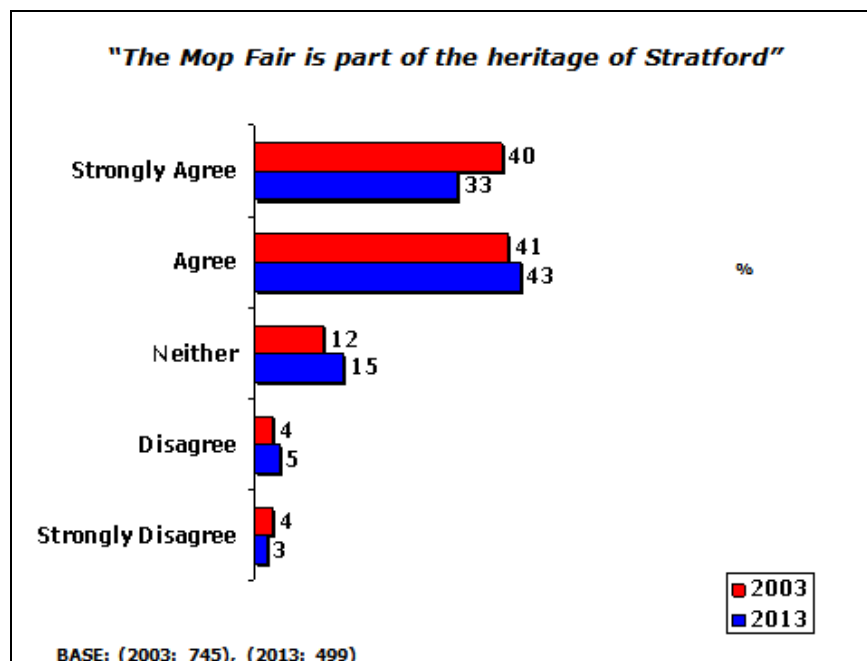
4.2.1 Level of agreement with various statements

Respondents to the questionnaire were informed that Stratford-on-Avon District Council is responsible for organising the Mop fairs in Stratford town and that SDC wished to obtain feedback on the recent Mop fairs which took place in the town. Questions asked residents to indicate their level of agreement with various statements about the Mop fairs.

The Mop fair is part of the heritage of Stratford

Over three quarters (76%) agreed that the Mop Fair is part of the heritage of Stratford versus 8% who disagreed. This represents a fall in agreement of 5 percentage points from the 81% agreement figure in 2003.

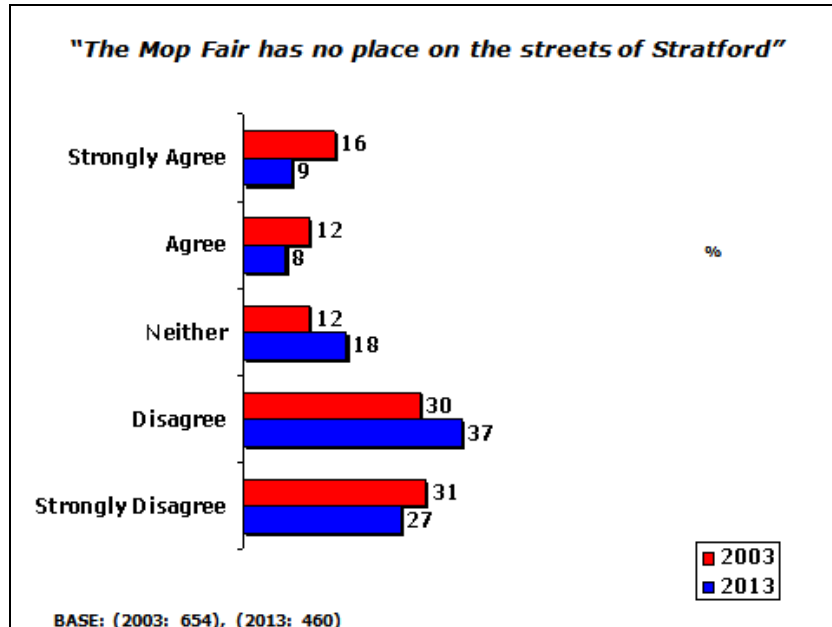
Chart 4:



The Mop fair had no place on the streets of Stratford

64% of those surveyed disagreed with the statement: "the Mop fair had no place on the streets of Stratford", versus 17% who were in agreement, which had fallen by 11 percentage points from 28% in the earlier survey.

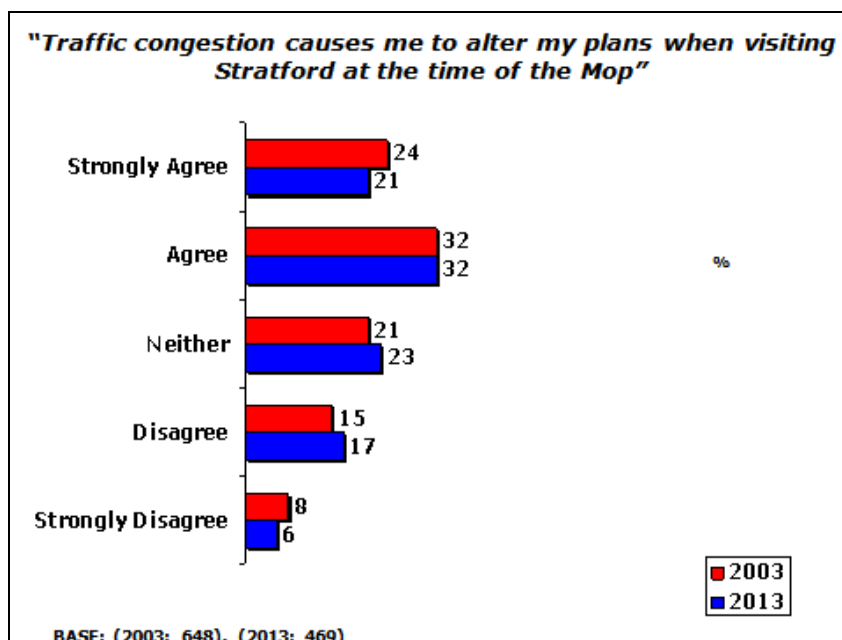
Chart 5:



Traffic congestion causes me to alter my plans when visiting Stratford at time of Mop

Over half of residents (53%) were in agreement with the statement: "Traffic congestion causes me to alter my plans when visiting Stratford at the time of the Mop", down by 3 percentage points from 2003. Less than a quarter (23%) disagreed, exactly the same percentage as in the previous survey.

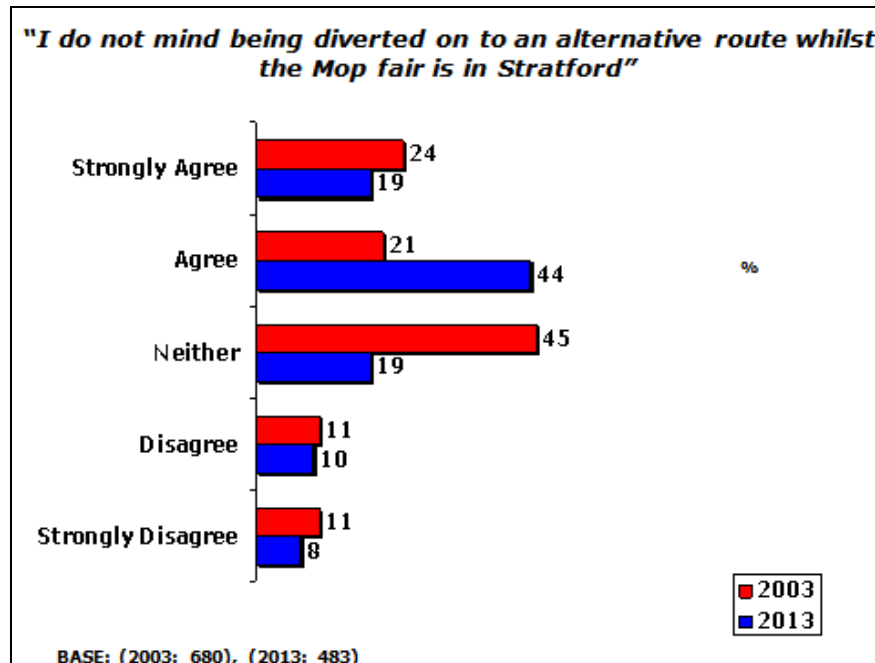
Chart 6:



I do not mind being diverted on to an alternative route whilst the Mop fair is in Stratford

63% of respondents agreed that they did not mind being diverted on to an alternative route whilst the Mop fair is in Stratford, compared to 18% who disagreed. This demonstrated an increase in agreement over the period of 18 percentage points.

Chart 7:

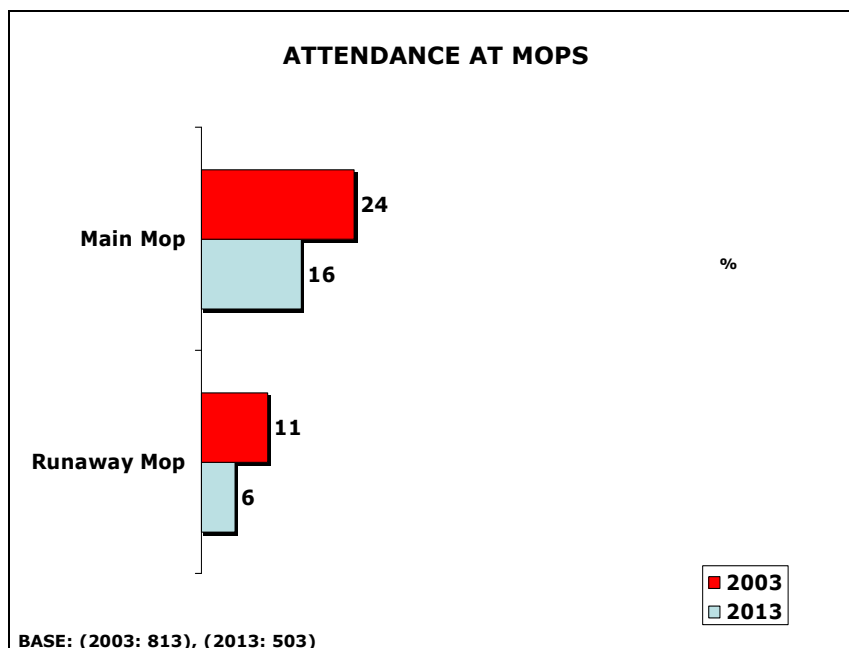


207 residents gave reasons for disagreeing with any of the above statements and these are listed in Appendix 2.

4.2.2 Whether residents visited either or both of the Mops or neither

16% visited the Main Mop in October and 6% visited the second Mop in the same month, down in 2003.

Chart 7:



4.2.3 Reasons for visiting the Mop

Of those who visited the Mop, 45% said they visited the Mop for the atmosphere, and the same percentage (45%) stated they took the family as the children enjoyed it. Over a third (35%) went to enjoy the fairground experience and almost a quarter (23%) went to meet up with friends or family. 17% of those surveyed happened to be in Stratford and saw there was a fair. 15% quoted other reasons for visiting the Mop, of which 14 reasons were given, as per Appendix 2.

Table 8: Reasons for visiting the Mop

Reason	Number	%
Take the family as the children enjoy it	42	45
The atmosphere	42	45
To enjoy the fairground experience	33	35
Meet up with friends or family	21	23
Happened to be in Stratford and saw there was a fair	16	17
Other reason	14	15
BASE: (Those who visited the Mop)	(93)	

4.2.4 What residents did at the Mop?

41% of residents went on the rides, 36% just went to the Mop without going on rides etc., and 33% went to the stalls. A listing of what respondents did at the Mop is detailed in the table below. Of the 14% who went to the Mop and did something else in town 9 comments were made as to what they did and these can be found in Appendix 3.

In 2003, when attending the Mop fair, exactly seven out of ten residents also went shopping in Stratford, 41 percentage points more in 2003 than in 2013. Half of those surveyed in 2003 visited a restaurant or café, 18 percentage points more than the 32% who did so in 2013.

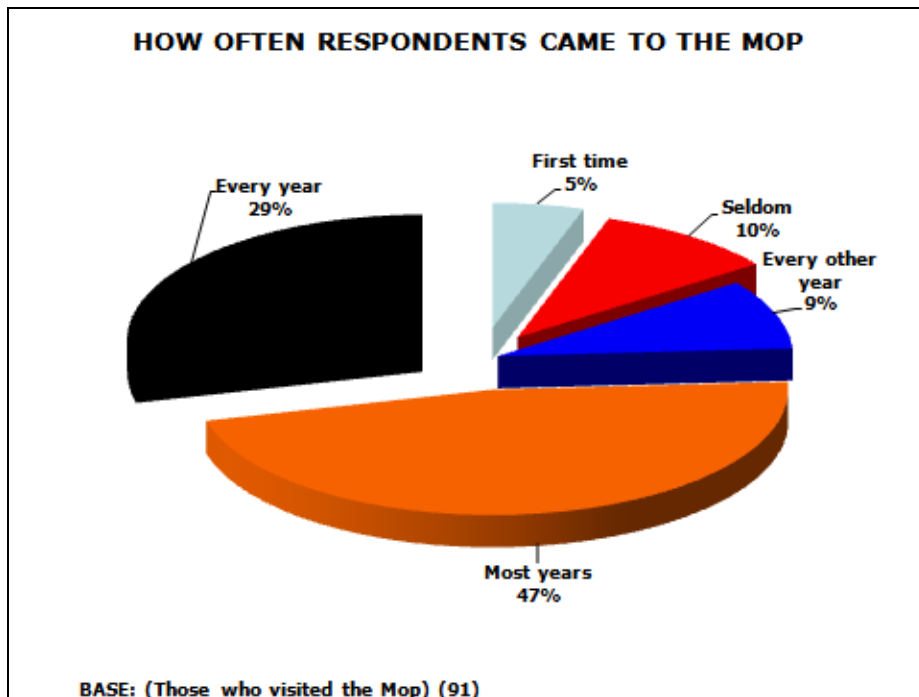
Table 9: What residents did at the Mop?

Activity	Number	%
Go on the rides	38	41
Just go to the Mop without going on rides, etc.	33	36
Go to the stalls	30	33
Go to Mop plus eat / drink in town	29	32
Go to Mop plus shop in town	27	29
Have something to eat	18	20
Go to Mop plus do something else in town	13	14
BASE: (Those who visited the Mop)	(92)	

4.2.5 How often residents came to the Mop

Three in ten residents (29%) who attended the Mop, said they did so every year and nearly half (47%) came most years. For 5%, it was the first time they had been.

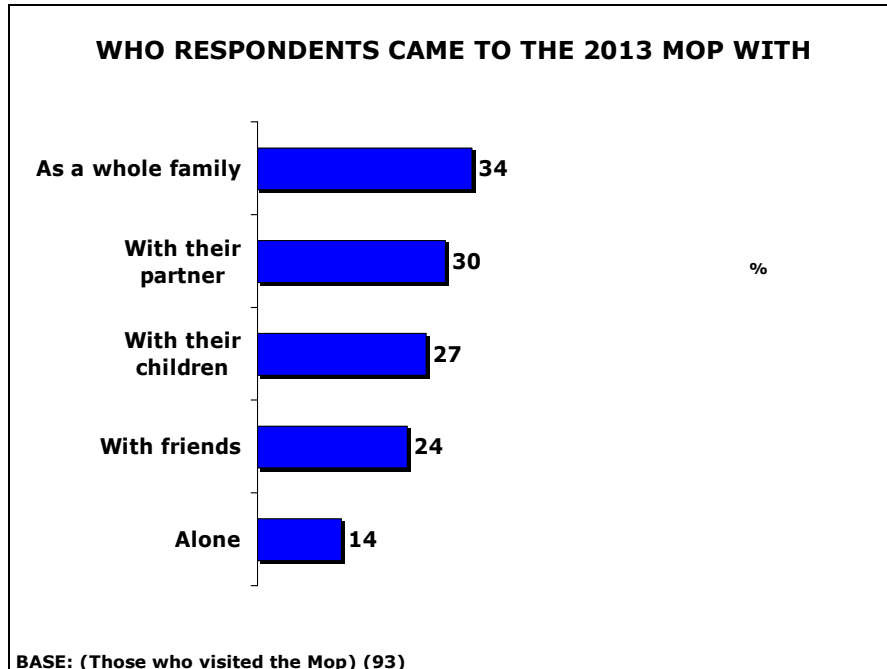
Chart 9:



4.2.6 Who residents went to the Mop with

When asked who they went the Mop with, just over a third of respondents (34%) said they went as a whole family. 30% of residents went with their partner and 27% went with their children.

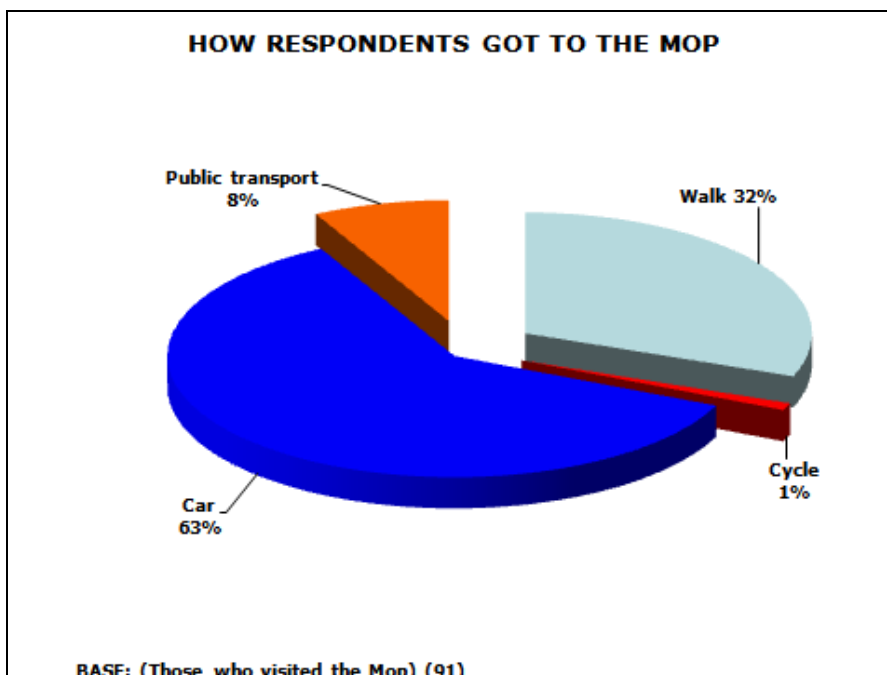
Chart 10:



4.2.7 How residents travel to Mop

63% of those surveyed went to the Mop by car, almost a third (32%) walked and 8% travelled by public transport.

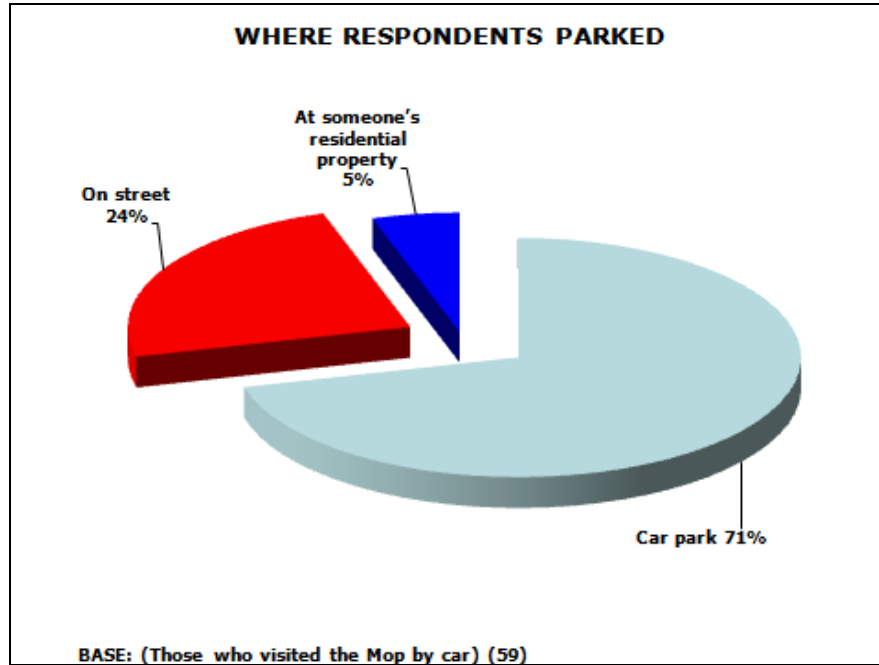
Chart 11:



4.2.8 If residents came by car, where they parked

71% of those residents who travelled to the Mop by car parked in a car park, nearly a quarter (24%) parked on the street and 5% parked at someone's residential property.

Chart 12:



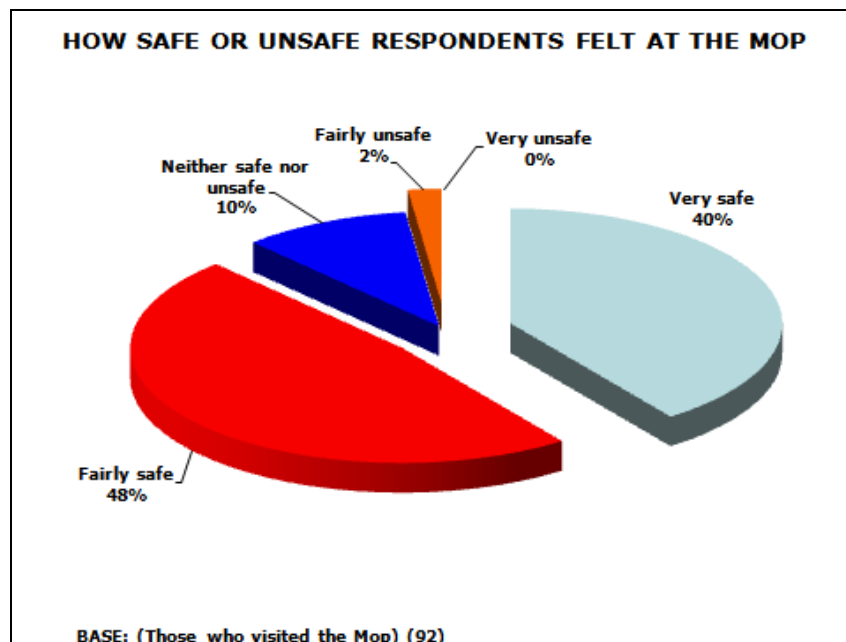
4.2.9 Whether residents experienced any problems with parking

When asked if they received any problems with parking during the Mop, 54 comments were made, as listed in Appendix 4.

4.2.10 How safe or unsafe residents felt at the Mop

Nine in ten residents (88%) who attended the Mop confirmed they felt either fairly or very safe there. Nobody said they felt very unsafe at the Mop.

Chart 13:



4.2.11 What residents liked about the Mop

72% of residents who went to the Mop liked the atmosphere, 57% liked the fun of it, and 40% like the stalls. 13 comments were made regarding other aspects of the Mop they liked, as per Appendix 5.

Table 10: What residents liked about the Mop

What was liked	Number	%
Atmosphere	66	72
Fun	52	57
The rides / stalls	37	40
Social place to be	31	34
Safe	15	16
Music	12	13
Food	10	11
Other	13	14
BASE: (Those who visited the Mop)	(92)	

4.2.12 Whether anything needs to change

All residents, not just those who attended the Mop, were asked to give their view on the future of the Mop Fairs, and if there was anything which needed to change. 30% expressed no view, 29% felt there should be more traditional style rides, e.g. Victorian, and 23% said make no changes. Results are shown in the following table. From the 27% who cited other things which needed to change, 134 comments were received as seen in Appendix 6.

Table 11: Resident' views on the future of the Mop – anything which needs to change

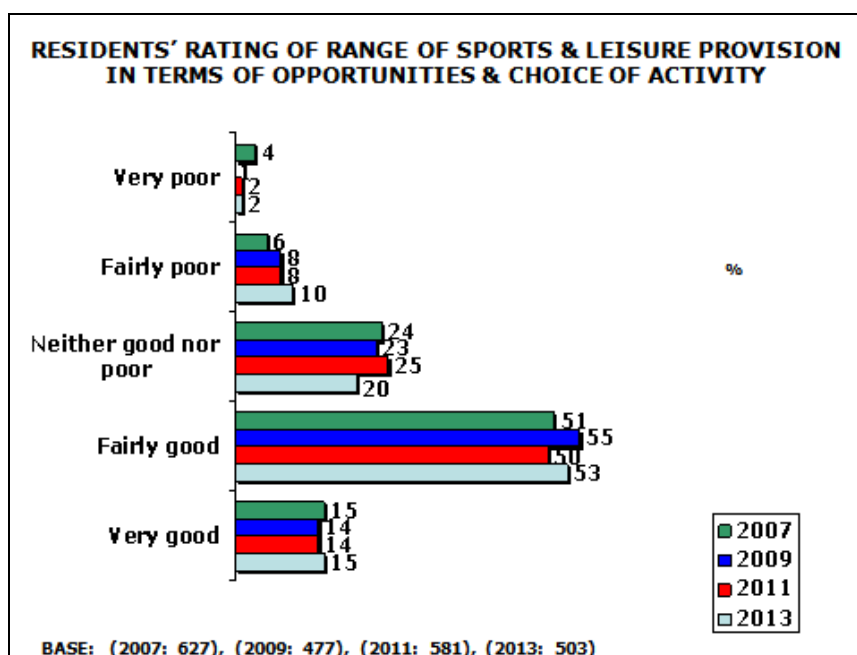
View / change	Number	%
No view	152	30
Have more traditional style rides, e.g. Victorian	145	29
Make no changes	116	23
Be held on fewer days	26	5
Be on at a different time of the year	18	4
Have other themed rides, e.g. rock 'n' roll	21	4
Be on at different days of the week	16	3
Be held on more days	7	1
Other	134	27
BASE:	(499)	

4.3 Sports and Leisure Provision in the District

4.3.1 How residents rate range of sports and leisure provision in the District

Over two thirds (68%) of those surveyed rated the range of sports and leisure provision in the District in terms of opportunities and choice of activity (Leisure Centres, Play Areas and Community Centres) as either fairly or very good, compared to 12% rating it either fairly or very poor. This represented an increase of 4 percentage points from the 2011 survey (64%), but was one percentage point down on that of 2009 (69%). Poor ratings were at an all time high with 12% of respondents rating them as fairly or very poor, 3 percentage points up from the lowest rating of 9% in 2009.

Chart 14:



Analysis of results according to the localities in which residents live, shows that:-

- Exactly one fifth of those living in the Wellesbourne / Kineton locality (20%) were of the opinion that the range of sports and leisure provision in terms of opportunities and choice of activity, was fairly poor or very poor, as opposed to 4% of Shipston locality feeling the same way.

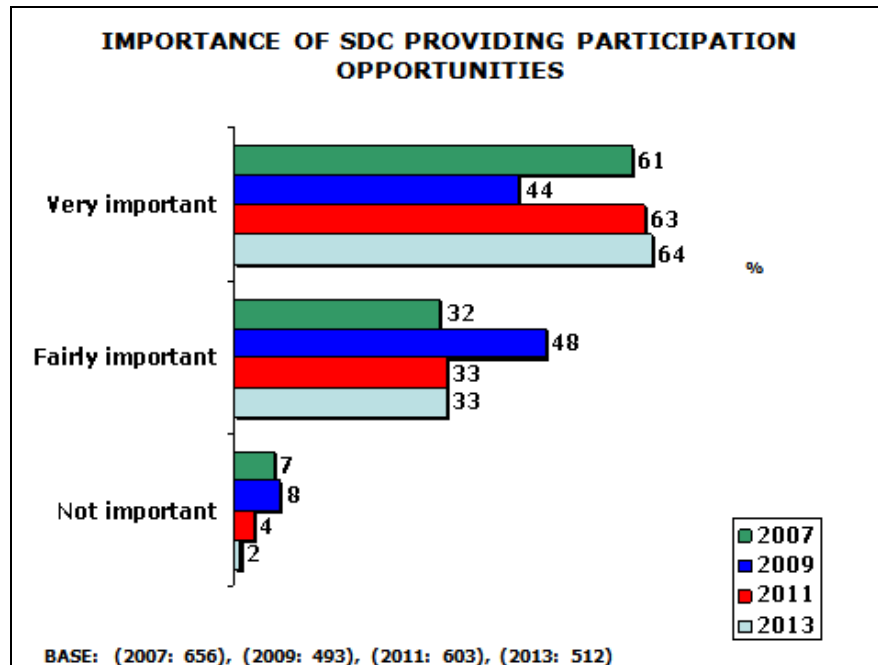
Table 12: Residents' rating of range of sports and leisure provision in terms of opportunities and choice of activity

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Very good	18	18	17	17	12	8
Fairly good	48	55	62	55	56	46
Neither good nor poor	21	19	16	23	15	26
Fairly poor	11	8	3	6	14	14
Very poor	1	0	1	0	2	6
Base: (All Respondents)	(87)	(74)	(69)	(53)	(124)	(65)

4.3.2 How important residents feel it is that SDC provides opportunities for local residents' participation in sports and leisure

97% of residents felt it was very or fairly important that SDC provides opportunities for local residents' participation in sport and leisure, up one percentage point from the previous survey and the highest ever across all four surveys.

Chart 15:



4.3.3 What residents think investment in sports and leisure provision in the local community will contribute to

Findings were similar to those from previous surveys. Nine in ten respondents (91%) were of the opinion that investment in sports and leisure provision in the local community will contribute to an improvement in people's health, and this has remained constant across all four surveys. 69% felt it would contribute to an improvement in making the area a better place to live (down 6 percentage points from 2011, but similar to other surveys' findings) and 58% indicated that it would contribute to an increase in jobs for local people, down 3 percentage points from 2011, but still higher than in 2007 and 2009.

Almost half (49%) of those surveyed thought that it would bring a reduction in crime, slightly less than in previous years, and 40% a safer community. Feedback is demonstrated in the following table. 38 comments were received regarding other things which investment will contribute to, as per Appendix 7.

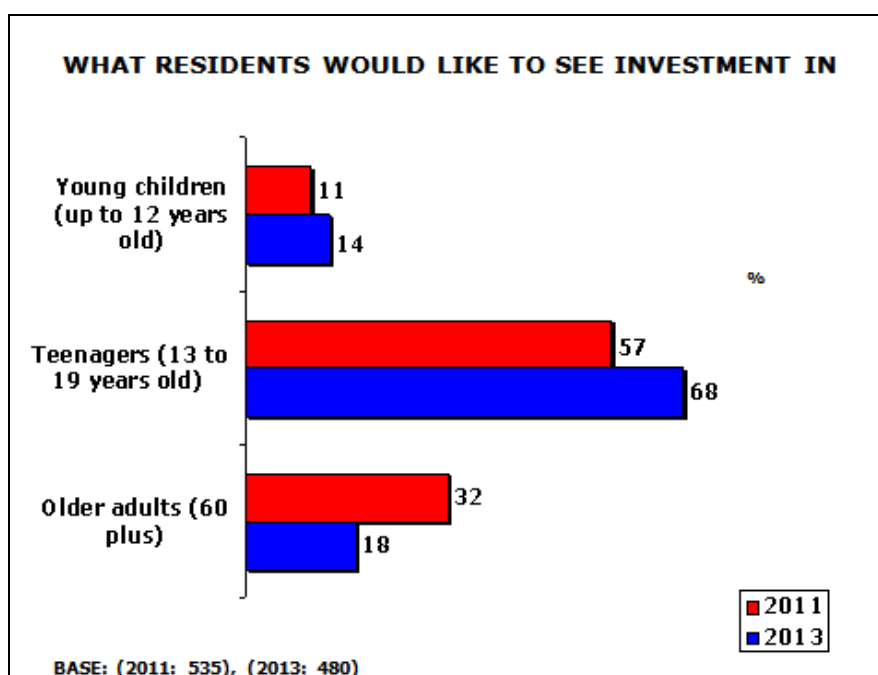
Table 13: Whether residents think that investment in sports and leisure provision in the local community will contribute to various issues

Issue	2007 %	2009 %	2011 %	2013 %
An improvement in peoples' health	90	89	92	91
An improvement in making the area a better place to live	70	67	75	69
An increase in jobs for local to people	52	55	61	58
A reduction in crime	50	50	51	49
A safer community	38	36	41	40
A reduction in drug related issues	28	30	33	28
An improvement in the environment	24	23	35	28
BASE:	(647)	(483)	(593)	(512)

4.3.4 What age group residents feel is the priority for investment in sports and leisure provision

68% of respondents felt teenagers were the priority group for investment in sports and leisure provision, up by 11 percentage points from the 57% recorded in 2011. 18% stated older adults (aged 60 plus) which was 14 percentage points less than in the earlier survey, and 14% young children (up to 12 years old), 3 percentage points up over the time period.

Chart 16:



Analysing feedback by the respondents' localities, indicates that:-

- Teenagers were the priority for investment in sports and leisure provision across all localities and in Wellesbourne locality over three quarters (76%) of those surveyed felt this way compared to 56% in Shipston locality.

Table 14: What residents would like to see investment in

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Young children (up to 12)	15	15	26	8	11	10
Teenagers (13 to 19)	70	65	56	64	72	76
Older adults (60 plus)	16	20	18	28	17	15
Base: (All Respondents)	(82)	(75)	(66)	(50)	(114)	(62)

4.3.5 Whether residents have used the SDC website to access information

Six in ten (58%) of those surveyed said they had not used the SDC website to access information. Of those that did use it, almost exactly three quarters (75%) used it to access information about leisure centres or swimming pool timetables. This represents a fall of a single percentage point from 2011 (76%), although 7 percentage points higher than in 2007 and 2009.

28% of those using the website accessed information about fitness classes and gyms, exactly the same as in the 2011 survey and up 3 percentage points from 2007. The following table outlines which services residents used the SDC website to get information about.

31 other comments were received, as listed in Appendix 8.

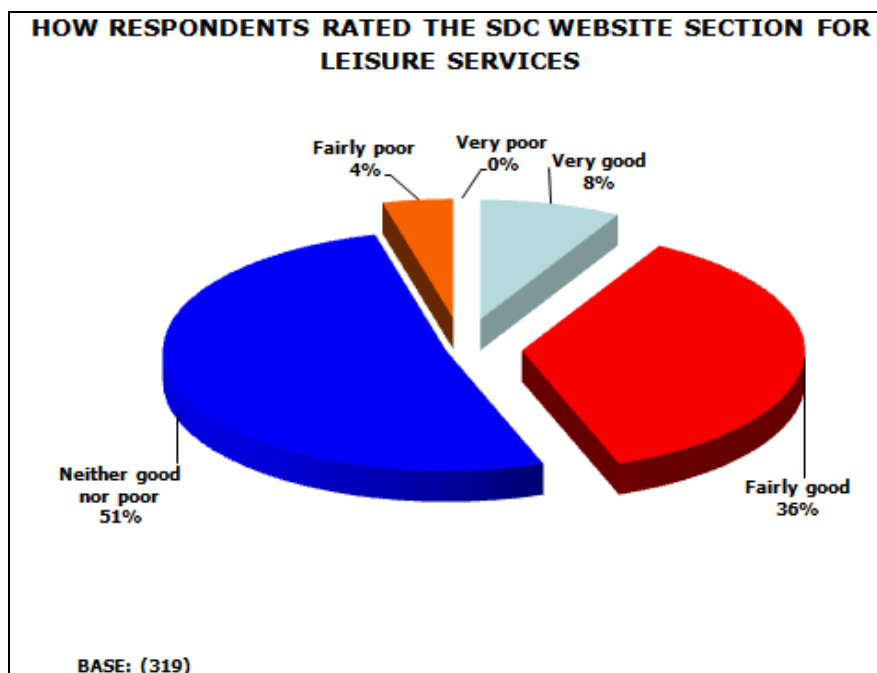
Table 15: Whether residents have used the SDC website to access information about various leisure services

Subject	2007 %	2009 %	2011 %	2013 %
Leisure centres or swimming pool timetables	68	68	76	75
Fitness classes and gyms	25	26	28	28
Children's holiday activities	20	21	15	19
Local sports clubs	9	11	17	13
Volunteering opportunities and funding	0	0	0	12
Local sports events	9	5	11	11
Play areas / skate parks	0	0	8	7
Sports coaching courses	8	6	5	5
Online booking, i.e. Hi 5	0	0	6	5
Pitch bookings	2	0	0	0
Others	17	18	14	16
BASE: (Those using the website)	(190)	(186)	(320)	(208)

4.3.6 How residents rate the SDC website section for leisure services

44% of residents rated the SDC website section for leisure services as either fairly or very good, versus 4% fairly or very poor.

Chart 17:



4.3.7 Which sports and leisure services residents have heard of / used

Respondents were requested to indicate which, if any, of the sports and leisure services available in the District, they had heard of, ever used / done, like to use / use if could. The table below illustrates the feedback received both this year and in 2011. 49% had heard of the Sport Relief Mile and the same percentage (49%) had heard of activities for older adults, such as bowls and health walks, up by 5 percentage points from 44% in 2011.

28% of those surveyed had used the play areas maintained by the SDC in Stratford town representing an increase of 2 percentage points from the previous survey, and 26% would like to do / use if they could the activities for older adults: 5 percentage points higher than in 2011. 72% indicated that the Warwickshire Exercise Referral Scheme was not applicable to them.

Table 16:

Activities for older adults, e.g. bowls, health walks	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(397)	44	9	21	41
2013	(352)	49	10	26	37

Table 17:

Sport Relief Mile	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2013	(337)	49	4	8	51

Table 18:

Play areas maintained by SDC	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(408)	51	26	1	44
2013	(344)	46	28	5	45

Table 19:

Sport & leisure activities during school holidays as in High-5 leaflet	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(408)	43	11	5	58
2013	(339)	44	11	5	58

Table 20:

Stratford Skate Park	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(363)	42	4	1	66
2013	(320)	43	5	2	62

Table 21:

Stratford Paddling Pool	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2013	(330)	39	19	5	55

Table 22:

Information/advice service for sports and physical activity	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(309)	26	6	9	67
2013	(311)	37	13	17	47

Table 23:

Sports coaching sessions, e.g. basketball, short tennis, football	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(356)	34	9	8	61
2013	(305)	35	9	9	61

Table 24:

Advice on lottery, volunteering & other grants to sports	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(318)	32	8	7	64
2013	(274)	25	5	10	66

Table 25:

Warwickshire Exercise Referral Scheme	BASE %	Heard of %	Ever used / done %	Like to use if I could %	N/A %
2011	(284)	18	4	12	73
2013	(260)	16	4	12	72

4.4 Sports and Active Recreation

4.4.1 Frequency of visiting / participating in local leisure pursuits

Residents were asked how frequently, on average in the last 12 months, they had visited / participated in local leisure pursuits, for example, health and fitness centres, leisure centres, and sports clubs. Nearly half (49%) confirmed they had not visited / participated in local leisure pursuits in the last 12 months, which was the same as in 2011, and 26 percentage points higher than in the surveys of 2009 and 2007 (23%). 19% of those surveyed said they visited / took part in local leisure pursuits more than once a week, which was the highest percentage recorded for this frequency over the ten year period.

Table 26: Frequency of visiting / participating in local leisure pursuits

Frequency	2003 %	2005 %	2007 %	2009 %	2011 %	2013 %
More than once a week	13	15	16	15	18	19
Once a week	10	11	13	11	10	11
Once a fortnight	5	6	8	6	5	5
Once a month	15	4	5	5	4	4
Once every 2 months	7	6	7	6	4	2
Once every 3 months	10	9	8	9	3	4
Once every 6 months	11	10	8	10	4	3
Once a year	6	5	6	5	2	4
Not visited/participated in local leisure pursuits in last 12 mths	24	29	23	23	49	49
BASE:	-	(606)	(654)	(489)	(597)	(506)

Analysis of results by localities, shows that:-

- Over half (53%) of those living in the localities of Alcester/Bidford locality and Wellesbourne locality stated they had not visited / participated in local leisure pursuits in the last 12 months, in contrast to 43% of Stratford locality residents not doing so.
- Three in ten (31%) of those living in Stratford locality, versus 13% of those living in both Shipston and Southam localities, visited / participated in local leisure pursuits more than once a week.

Table 27: Frequency of visiting / participating in local leisure pursuits

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
More than once a week	18	16	13	13	31	17
Once a week	15	9	13	11	8	11
Once a fortnight	2	5	7	4	6	5
Once a month	2	4	3	2	5	5
Once every 2 months	0	4	1	2	1	0
Once every 3 months	5	8	4	7	2	2
Once every 6 months	4	3	1	2	2	5
Once a year	1	1	4	7	5	5
Not visited/participated in local leisure pursuits in the last 12 months	53	49	51	52	43	53
Base: (All Respondents)	(85)	(75)	(68)	(54)	(127)	(66)

4.4.2 Types of sport or active recreation residents regularly participate in

Currently, 64% of respondents regularly participate in walking, the lowest percentage for this activity across the timescale of the four surveys, down a couple of percentage points from the 66% recorded in 2011 and 8 percentage points less than in 2009 (72%).

Over half (56%) participate in gardening, down 7 percentage points from 63% in 2011, but still a couple of percentage points higher than in 2007. Nearly a quarter (24%) went swimming and this year was the lowest percentage across all four surveys, the highest being 30% in 2009.

Table 28: Types of sport or active recreation residents regularly participate in

Recreation	2007 %	2009 %	2011 %	2013 %
Walking	65	72	66	64
Gardening	54	57	63	56
Swimming	29	30	28	24
Cycling	22	22	24	23
Fitness (including gyms)	29	32	23	19
Golf	11	12	12	10
Running / jogging	9	10	8	9
Organised sport - Recreational	8	8	11	7
Dancing	7	8	8	6
Organised sport - Competitive	4	4	6	6
Other activity	14	19	21	17
BASE: (Those using the website)	(508)	(356)	(572)	(482)

4.4.3 How often residents participate in sports and active recreation

19% of those surveyed participate in sports and active recreation five times a week or more, representing a fall of 2 points from 2011 (21%), although 7 percentage points higher than the 12% recorded in 2009. 18% said they never participated, 6 percentage points more than in 2011 (12%), but less than the remaining surveys (when it ranged from 21% to 27%).

Table 29: How often residents participate in sports and active recreation

How often	2003 %	2005 %	2007 %	2009 %	2011 %	2013 %
Five times a week or more	18	14	14	12	21	19
Four times a week	9	7	7	8	11	10
Three times a week	14	16	16	14	19	16
Twice a week	16	14	16	17	16	18
Once a week	14	17	14	13	13	14
Once a fortnight	3	3	3	3	3	3
Once a month	4	4	5	5	4	3
Never	21	26	27	26	12	18
BASE:	(713)	(606)	(646)	(484)	(581)	(503)

Looking at the results according to the localities in which the residents live, reveals:-

- Over a quarter (27%) of Stratford locality residents participate in sports and active recreation five times a week or more, compared to 12% of those living in Southam locality.

- More than one fifth (22%) of those living in the Alcester / Bidford locality, versus 14% of Southam locality take part twice a week.
- 22% of those living in Southam locality, as opposed to 16% of Alcester / Bidford locality residents never take part.

Table 30: How often residents participate in sports and active recreation

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Five times a week or more	22	15	16	12	27	18
Four times a week	5	15	9	10	12	9
Three times a week	16	12	16	18	14	21
Twice a week	22	20	18	14	17	15
Once a week	15	17	15	12	9	14
Once a fortnight	2	0	6	4	1	3
Once a month	0	4	3	10	3	3
Never	16	17	18	22	17	17
Base: (All Respondents)	(85)	(75)	(68)	(51)	(127)	(66)

4.4.4 Barriers preventing residents from participating in sport or active recreation

Residents who never participated in sport and active recreation were asked what barriers prevented them from doing so: four in ten (38%) gave health reasons: 11 percentage points less than in 2011, but 13 percentage points higher than in 2005. Nearly a third (32%) stated they were too old to get involved, 6 percentage points less than in 2009 and 2011 (38%). 22% expressed a lack of motivation which was at its highest level over the ten years studied, up 9 percentage points from the 13% recorded in 2009 and 2011.

Table 31: Barriers preventing residents from participating in sports and active recreation

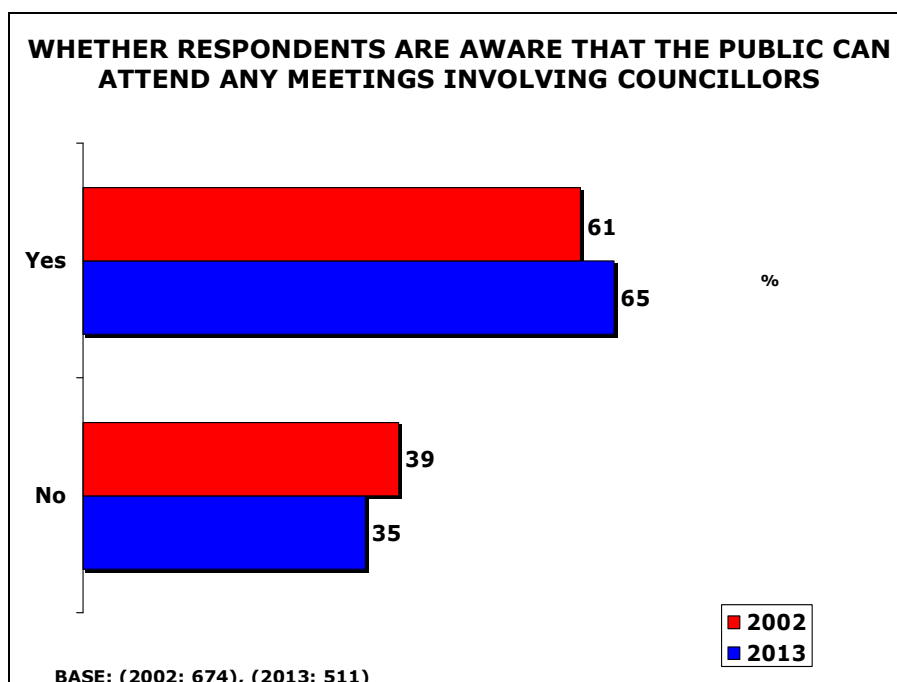
How often	2003	2005	2007	2009	2011	2013
	%	%	%	%	%	%
Health reasons	31	25	31	39	49	38
Too old to get involved	-	23	36	38	38	32
Lack of motivation	21	17	13	13	17	22
Time	40	46	33	22	20	21
Activities are too expensive	23	21	22	12	13	20
I feel that I will not be good at the activities	6	6	7	5	10	11
I do not have anyone to go with	6	10	13	7	9	9
Lack of facilities available	-	-	-	-	-	9
Lack of information	7	7	8	7	6	9
Lack of childcare	5	7	5	5	3	7
Lack of activities/classes available	-	-	-	-	-	4
Difficulties with transport	5	6	6	6	7	3
Lack of provision/opportunities	10	7	8	2	1	0
Other	18	11	7	15	6	11
BASE:	(311)	(332)	(246)	-	(69)	(90)

4.5 Making Your Voice Heard

4.5.1 Residents' awareness of attending meetings involving Councillors

Over a third (35%) of respondents were not aware that they can attend any meetings involving Councillors, compared to 65% knowing they can attend (up by 4 percentage points from 2002).

Chart 18:



Analysis of results by localities, shows that:-

- Nearly half (47%) of those living in the locality of Henley/Studley locality compared to 28% of Alcester/Bidford locality residents, were not aware the public can attend any meetings involving Councillors.

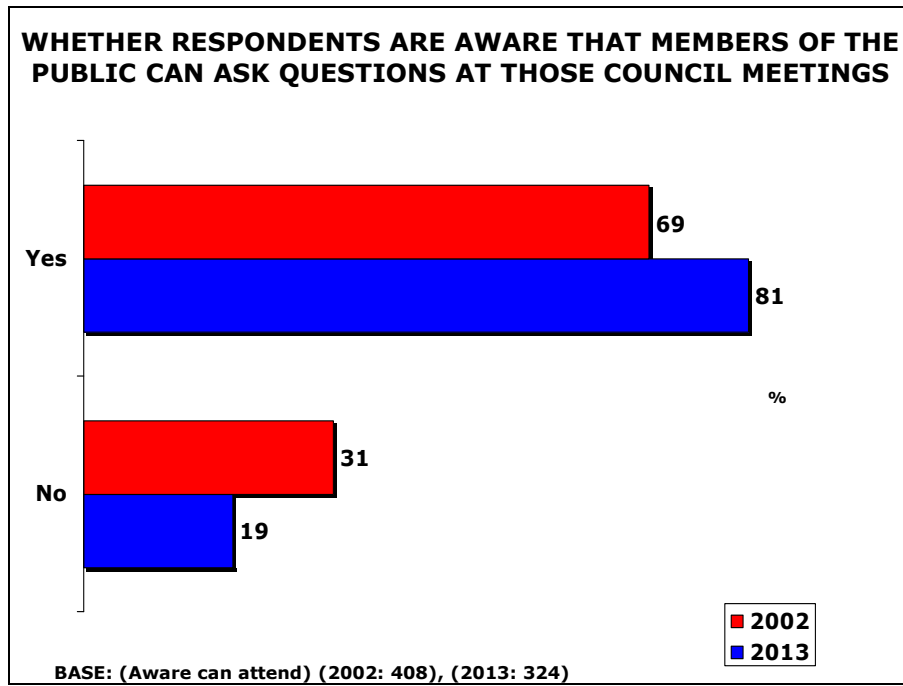
Table 32: Whether respondents are aware that the public can attend any meetings involving Councillors

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Yes	72	53	61	68	66	67
No	28	47	39	32	34	33
Base: (All Respondents)	(87)	(75)	(70)	(53)	(128)	(67)

4.5.2 Whether residents are aware that members of the public are allowed to ask questions at meetings involving Councillors

81% of those surveyed were aware that they are allowed to ask questions at Council meetings involving Councillors, this is up by 12 percentage points from the 69% of those surveyed in 2002.

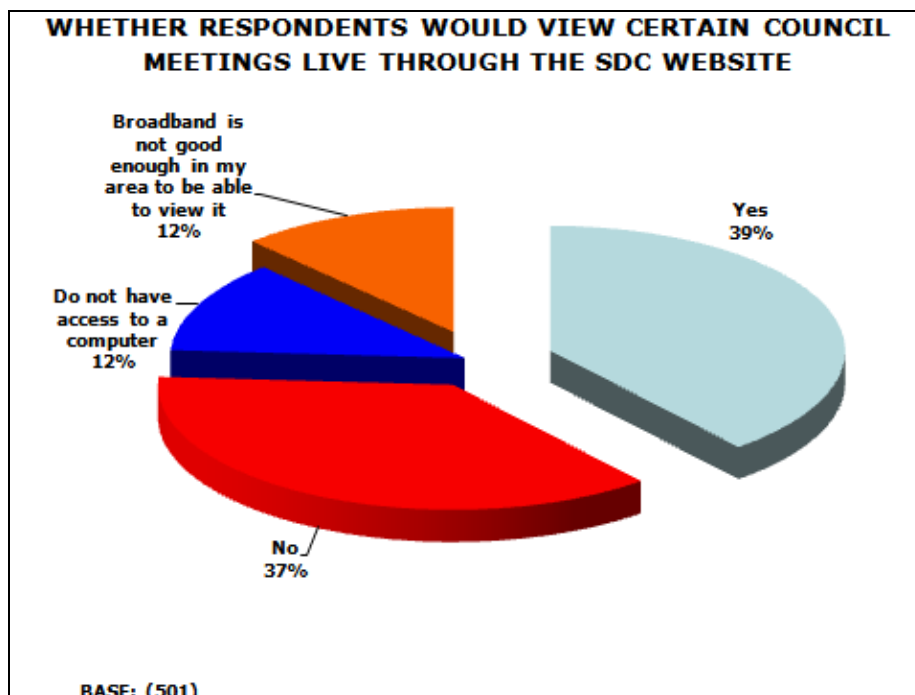
Chart 19:



4.5.3 Whether residents would view certain Council meetings live through the SDC website

Four in ten residents (39%) confirmed they would view certain Council meetings live through the SDC website, as opposed to 37% who would not. 12% stated they did not have access to computer and the same percentage (12%) said broadband was not good enough in their area to be able to view it.

Chart 20:



4.5.4 Residents' activities within the past 3 years and whether this will encourage them to contact the Council in the future to air their views

In the past three years, nearly half (47%) of respondents had attended an exhibition or viewed plans of a proposed local development which was up by a single percentage point from the findings of 2002. 42% had telephoned the Council over an issue (exactly the same as the previous survey) and over a third (36%) had signed a petition about a local issue, down 11 percentage points from the 47% recorded in 2002. The following table shows feedback received.

Table 33: Activities of residents over the past three years

Activity	2002 %	2013 %
Attended an exhibition or viewed plans or a proposed local development	46	47
Telephoned the Council over an issue	42	42
Signed a petition about a local issue	47	36
Contacted their Councillor	34	30
Attended a public meeting organised by SDC	19	22
Written a reply to a public consultation about a local issue	14	22
Attended any public session of a local Council committee meeting	14	18
Written a letter about a local issue to a newspaper about SDC services	9	8
No, have not done the above activities	14	18
BASE: (All Respondents)	(645)	(502)

Analysis of results by locality:-

- Over one third of Alcester/Bidford locality residents (34%) compared to 13% of those living in Shipston locality, have attended a public meeting organised by SDC within the past three years.
- 51% of respondents living in the Henley/Studley area as opposed to 29% of those living in Southam locality, telephoned the Council over an issue within the last three

years.

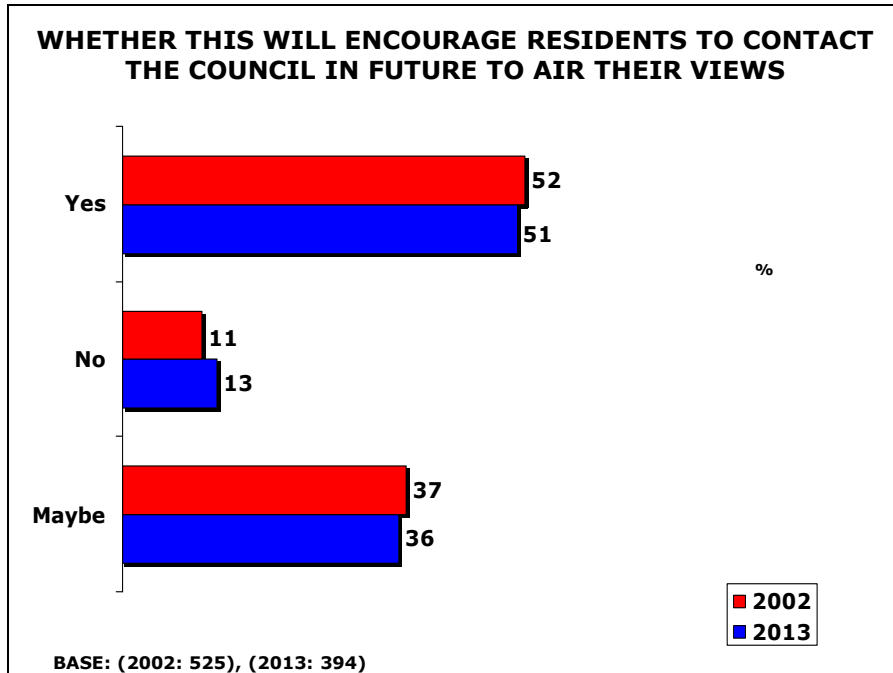
- 37% of Southam locality versus 12% of those living in the Henley/Studley locality, have written a reply to a public consultation about a local issue.
- Exactly half of Southam locality residents in contrast to a quarter of Henley/Studley locality signed a petition about a local issue within the last three years.
- Stratford locality is most likely to contact their local Councillor: 40% have done so in the last three years, compared to 22% of Shipston locality residents.
- 64% of those living in the Wellesbourne/Kineton locality, as opposed to 29% of Henley/Studley locality residents, have attended an exhibition or viewed plans of a proposed local development within the last three years.
- Over a quarter (27%) of Henley/Studley locality residents, versus 13% of Alcester/Bidford locality residents, stated they had not done any of the mentioned activities within the last three years.

Table 34: Activities of residents over the past three years

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Attended a public meeting organised by SDC	34	14	13	29	23	24
Written a letter about a local issue to a newspaper about SDC services	6	11	7	10	11	4
Telephoned the Council over an issue	48	51	43	29	40	40
Written a reply to a public consultation about a local issue (not the Citizens' Panel)	21	12	15	37	20	27
Signed a petition about a local issue	44	25	27	50	35	43
Contacted your Councillor	33	29	22	29	40	28
Attended an exhibition or viewed plans of a proposed local development	45	29	43	50	51	64
Attended any public session of a local Council committee meeting	23	11	19	23	16	21
No, have not done the above activities	13	27	16	15	20	18
Base: (All Respondents)	(86)	(73)	(67)	(52)	(126)	(67)

Just over half (51%) confirmed that this will encourage them to contact the Council in the future to air their views, versus 13% who stated it would not, and 36% who said maybe. As can be seen from the following graph, the current findings are very similar to those of ten years ago.

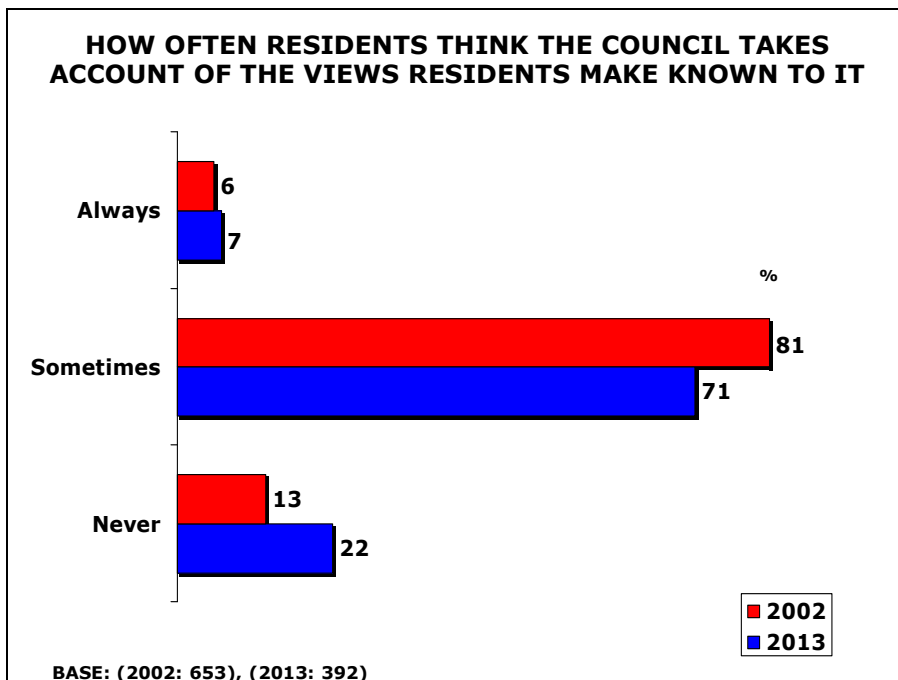
Chart 21:



4.5.5 How often residents think the Council takes account of the views they make known to it

Over a fifth (22%) of residents felt the Council never took their views into account, up by 8 percentage points from the 13% figure of 2002. Seven in ten (71%) of those surveyed thought the Council took account of the views they made known to it sometimes, which represented a fall of 10 percentage points since the earlier survey.

Chart 22:



Analysis of results by localities, shows that:-

- 26% of those living in the locality of Wellesbourne/Kineton locality compared to 9% of Henley/Studley locality residents, were of the opinion that the Council never takes account of the views residents make known to it.

Table 35: How often residents think the Council takes account of the views residents make known to it

BY LOCALITY	Alcester / Bidford	Henley / Studley	Shipston	Southam	Stratford	Wellesbourne / Kineton
	%	%	%	%	%	%
Always	3	7	6	11	6	0
Sometimes	70	58	53	53	44	54
Never	13	9	16	17	22	26
Don't know	14	26	26	19	28	19
Base: (All Respondents)	(86)	(76)	(70)	(53)	(127)	(68)

4.5.6 How effective residents think are various ways they can influence the Council's decision making processes

Almost two thirds (66%) of residents were of the opinion that speaking to their local Councillor to influence the Council's decision making processes was either quite or very effective, down 7 percentage points from the 73% recorded in 2002.

Table 36:

Speaking to your local Councillor	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(621)	15	58	18	9
2013	(480)	14	52	20	15

Exactly six in ten thought contacting the relevant Council service was quite or very effective, representing a fall of 5 percentage points from the earlier survey.

Table 37:

Contacting the relevant Council service	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(598)	9	56	25	11
2013	(465)	8	52	20	20

Over half (54%) believed being part of an existing pressure group was quite or very effective, compared to 65% believing this in 2002 (11 percentage points difference between the surveys).

Table 38:

Being part of an existing pressure group	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(583)	14	51	12	23
2013	(452)	10	44	16	31

52% stated attending a public meeting was quite or very effective, 5 percentage points less than in 2002 (57%).

Table 39:

Attending a public meeting	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(600)	10	47	29	14
2013	(475)	7	45	29	19

51% cited signing a petition about a local issue was quite or very effective, 7 percentage points down from the previous survey (58%).

Table 40:

Signing a petition about a local issue	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(610)	9	49	29	13
2013	(475)	7	44	29	19

45% said mounting a campaign was quite or very effective, 14 percentage points less than in 2002 (59%).

Table 41:

Mounting a campaign	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(579)	16	43	19	23
2013	(440)	8	37	19	36

42% were of the opinion that writing a letter about an issue to the local newspaper was quite or very effective, down by 6 percentage points from the 48% who felt this way in 2002.

Table 42:

Writing a letter about an issue to the local newspaper	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(590)	11	37	34	18
2013	(451)	8	34	29	28

Four in ten (39%) of those surveyed believed attending an exhibition or viewing plans of a proposed local development was not at all an effective way of influencing the Council's decision making processes. This was similar to earlier findings when 40% felt this way.

Table 43:

Attending an exhibition or viewed plans of a proposed local development	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(604)	6	37	40	16
2013	(468)	7	31	39	23

38% thought writing a reply to a public consultation about a local issue was quite or very effective, down 9 percentage points from 47% in 2002.

Table 44:

Writing a reply to a public consultation about a local issue	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(586)	6	41	25	28
2013	(451)	5	33	28	33

Over a third (34%) felt contacting the Council's Leader was quite or very effective, versus just over a quarter (26%) who believed it not at all effective.

Table 45:

Contacting the Council's Leader	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2013	(442)	4	30	26	40

34% were of the opinion that attending any public session of a local Council committee meeting was not at all effective, 5 percentage points more than in 2002.

Table 46:

Attending any public session of a local Council committee meeting	BASE %	Very effective %	Quite effective %	Not at all effective %	Don't know %
2002	(598)	7	39	29	25
2013	(457)	5	27	34	33

4.5.7 Other ways SDC should use to allow residents to influence decisions

220 comments were received from respondents regarding other ways Stratford-on-Avon District Council should use to allow residents to influence decisions and these are listed in Appendix 9.

Three in ten (31%) of those surveyed said SDC should listen and act accordingly as a way to allow residents to influence decisions. 16% were of the opinion that good communication and wider publicity would permit residents to have influence over the Council's decisions, and 14% favoured more online contact.

Of the 27 comments listed under "other" which represented the views of 12% of those surveyed, suggested ways SDC should use to allow residents to influence decisions included: "Ensure constant rotation of Councillors, what about school governors?", "Councillors should be of the profession / trade they represent in local government, e.g. architect – planning", "look at how adjoining authorities affect SDC residents near boundaries – too much them and us and not enough ownership of the wider issues!", and "have a suggestions box in reception".

Table 17: Other ways residents feel SDC should use to allow residents to influence decisions

Other ways	Number	%
Listen to people / views and act on them, including following up complaints / requests	69	31
Wider publicity/ good communication / help people know about plans, public consultations, etc. / invite them to participate / weekly blog on upcoming decisions to be made / ensure residents are fully informed. Give residents time to organise / research particular issues. Make people aware of how to communicate	36	16
More online contact / online questionnaires / ask for email addresses of willing residents to communicate their opinions / online forum / simplify website / comments and suggestions section on website. Have online petition, chat rooms. Webcasting worth a try	31	14
Opinion polls / public vote / local referenda on major issues / online / postcards / postal, meetings at which residents vote, etc. Actively vote on key decisions and for SDC to be required to implement them whether Councillors agree or not	18	8
Be truthful when making decisions / be transparent at all times / fail to trust Councillors and local MP. Whole of SDC needs a massive reshape to ensure public can trust it. Ensure developers and others present full intentions, rather than glossy outline planning documents. Info needs to be accurate, not perceived perceptions of a situation. Make Council records more readily available. Better explain what national priorities are required to be implemented by local government all which are within local authority discretion	17	8
More surveys, including SDC Citizens' Panel, door to door surveys. Send surveys to every household on major local issues. Use clear, plain language, explain and not confuse	16	7
Promote face-to-face contact with Councillors / wider advertising of surgeries / Councillor drop-ins. Councillors not good in letting residents influence policy and long term strategy. Councillors to reply when contacted. Encourage local Councillors to contact interested groups. See local Councillors around their areas other than at election time / meet residents away from SDC offices	15	7
Encourage residents to attend Community Forums – informative and take on issues raised / more public meetings in convenient locations / visit villages for Q and A sessions / look at individual areas and see what affects residents i.e. traffic congestion, and act to remedy problems, not just Stratford town. Greater emphasis on district matters rather than Stratford. Ask for volunteers to represent their communities. Ask community what it wants for its own village. "People's Committee"	13	6
More market research, consult more / properly / use insight driven approach to delivery and commissioning services. Review questions to give proper views, not just replying on options SDC want. Allow Residents' Associations to be consulted on planning applications. Be in touch with local groups such as SCAN, U3A, and Age UK on a regular basis. Publish short resume, monthly, on balance of opinions on local issues, in local press. Promote	13	6

involvement of younger people (blog?) / get a balance of views across all age groups		
SDC to be seen to have their decisions influenced by residents / publish details where decisions have been affected by local opinion / pressure / feedback on how residents' participation has affected decisions	12	5
Ban party politics from local government / independent Councillors / no vested interests. Ensure local people are elected to Council posts (not from outside the District)	8	4
Make it clear what areas SDC is responsible for and what Warwickshire County Council is responsible for. Provide households with how to contact information – for example put info on "biglocalapp". Have a local telephone number to talk to a representative of the Council / register opinions direct. Update contact list	7	3
Give effective support to important problems facing residents through the Parish Council e.g. traffic problems. Don't ignore Parish Council views / take note of Parish plans	6	3
Increase allotted time to speak on issues / plan for real sessions / often 3 minutes is insufficient time to speak at committee meetings. Hold meetings outside office hours / evening meetings	5	2
Take less notice of individual "NIMBYS" / site more gypsy camps near Stratford. Reduce the influence of pressure exerted by organisations such as Shakespeare Trust	5	2
Need effective core strategy in place	4	2
Lack of forward planning with planning, react to events and don't think about future effects of their decisions / SDC Planning Members to go to place of concern	3	1
Social media e.g. Facebook	3	1
Other	27	12
BASE:	(220)	

APPENDICES

Appendix 1: Other types of goods purchased online. 80 comments.

- Cleaning products only available on-line.
- Make up.
- Business supplies.
- Plants and fancy dress as an example.
- Holidays / travel e.g. rail.
- Hotels, flights, insurance, car tax, TV licence, gas and electric.
- Plants.
- Dog products, i.e. beds / collars, etc.
- Pet supplies.
- Gifts. Sometimes an item of clothing already specified by my children!
- Cinema and theatre tickets.
- Christmas and birthday presents.
- Cosmetics
- Gifts.
- Not online.
- So diverse, difficult to specify.
- Pet food, etc.
- Art supplies.
- Golf equipment.
- Garden items.
- Insurance.
- Pet food.
- Historical records, documents, postcards, etc.
- Household goods.
- Replacement parts. Tickets.
- Craft supplies.
- Shoes. Specialist items.
- None.
- Specialist art materials.
- Flowers, hotel, leisure.
- Spare parts.
- Hardware - household.
- Insurance
- D.I.Y.
- Alcohol.
- Medicine, cosmetics.
- Sports goods.
- Sports equipment.
- Photography equipment.
- Flowers. Wine.
- Small electrical items.
- Sports goods, perfume, after shave.
- Rail card, rail tickets.
- Kitchenware, plants.
- Garden products.
- Suitcases.
- Garden, furniture, structures & equipment.
- Car parts. Things that work out cheaper than the cost of fuel to go to a specific shop.
- Printer ink. Items for house.
- I do not shop online.
- To send USA or New Zealand.
- Jewellery.
- Holidays.
- Double glazing.

- Dog food.
- Plants.
- Family history data. Household repair. Insulation. Tools.
- DIY goods.
- Collectables for hobby.
- wine etc
- Car and motorcycle accessories
- Dog requisites. Food, leads, treats, etc
- garden furniture ,healthcare
- wine/books
- Wine
- DIY parts
- toys
- cycling accessories
- Printer Cartridges Theatre and concert tickets
- DIY items
- Home wares
- pet products
- CAR CLEANING-TOOLS-GARDENING EQP-+
- Golf equipment
- Printer Ink, Theatre Tickets
- Pet food
- hobbies/crafts
- holidays/travel/hotels
- DIY materials; garden products
- Travel Trains and Flights

**Appendix 2: Other reasons for visiting the Mop.
14 comments.**

- Our son's friends were going so he wanted to go.
- I run a business in town centre. Local businesses should be polled separately.
- Unavoidable due to its location in town centre! Have to walk through it to get to shops and other destinations.
- Walk home from work.
- Tradition.
- Grandchildren come all way from Hackney (London) just for the mop and say it's "the best funfair in the world".
- To shop also.
- First time - wouldn't go again.
- Passing through.
- Tradition!
- Because I had to pass through Stratford-upon-Avon.
- Go every year love it!
- Always attend.
- Follow up to the Mop as to what is for in the past (change employment).

**Appendix 3: Comments given by residents regarding what they did in town.
9 comments.**

- Struggled to park as usual.
- Just watch grandchildren.
- Tried to run my business around it.
- As before.
- Cinema.
- Shopping.
- Walking passing through.

- Walk past quickly.
- Shopping.

**Appendix 4: Problems experienced with parking during the Mop.
54 comments.**

- None.
- Yes - but parking in Stratford is a pain anyway. I HATE parking / paying. I find it an affront to have to pay to then spend my money in shops that pay a fortune to SDC in rates.
- No.
- None.
- No.
- Yes, total disruption.
- No.
- No.
- No.
- It was busy but no problem for us finding a space.
- No.
- No.
- Not as easy as it should be!
- No.
- No.
- No.
- Always busier with lost of traffic congestion and more difficult to park.
- No - free parking.
- No.
- Difficult finding somewhere to park.
- No.
- No.
- No, afternoon visit.
- No.
- No.
- No. Parked at Park and Ride.
- No.
- Not much trouble.
- No.
- Can't remember - too boring a question to even try.
- Becoming more difficult year by year!!
- No.
- No.
- None.
- No.
- Restricted number of places.
- No.
- No.
- no
- No
- No
- No
- No. A family member dropped us off and collected us later
- Yes, the car park near the police station was blocked off for the first time, this could have been avoided.
- No
- no
- No
- no
- no problems parked at the college

- Occasionally busy and limited spaces, but nothing major!
- no
- No problems
- No
- None

**Appendix 5: Other aspects residents liked about the Mop.
13 comments.**

- Only went for my son. Overpriced rides run by non tax payers, horrible experience / horrible people.
- It is part of our heritage.
- Nothing, it is badly organised and takes much needed local revenue out of town.
- Seeing other people enjoy it.
- Local event.
- Tradition.
- Heritage.
- Didn't like it. Not for me!
- Something for young people in a town that is generally orientated towards older people and tourists.
- Tradition.
- Nothing.
- Nothing.
- Not that much but kids do.

**Appendix 6: Things residents felt needed to change about the Mop.
134 comments.**

- This is part of Stratford's heritage.
- Cheaper for children.
- I would be happy to see it cancelled. I hate it.
- Could be held on the Recreation Ground.
- Relocate to racecourse or recreation ground.
- Should be taken out of the Town Centre and moved to the Recreation Ground.
- I didn't visit this year but have in previous years. I only go on 1 day so having it on more days wouldn't affect me. I was very aware of the very loud thump of the music in the shops and wonder what it must be like to work with for hours.
- Some of the smaller rides (child 4 - 7) are expensive for what they deliver.
- The Mop Fairs should be moved out of the town, say to the Recreation Ground. They have outlived their purpose and now are just outdated.
- Get rid of it. Things move on and it's not part of heritage and plays no part in it.
- Taken out of town i.e. Recreation Ground.
- The Mop should be held on public open land, not in the streets.
- We attend the mop fair in Southam instead.
- Move it to the leisure centre main car park. It will be easier to police, easier to access for emergency services, safer for visitors and our old buildings. Less disruptive to local business.
- I view it as a necessary evil - being 80 I no longer go but it is an inconvenience in Alcester - taking up the whole town - but I remember the pleasure when the children were young.
- Change LOCATION eg recreation ground. Narrow pavements are unsuitable for rides on modern day scale. Noise, fumes, traffic disruption and congestion too much for town centre venue. It's lost its traditional purpose so venue change is quite acceptable.
- Drop it. If this is impossible, hold it at Long Marston airfield with no cost to rate payers.
- Use another site, away from town centre.

- Separate the dates more.
- The mop fairs are part of the history of the local towns, please do not destroy this.
- One visit per year is enough.
- Have something to explain the history of the mop fair.
- Hold on Rec so no traffic congestion - or at least fewer road closures.
- Should be held in the middle of week not weekends.
- Too much like a fairground. Not enough craft / market stalls!
- It hardly improves Stratford's image, especially with tourists. Whole affair is dirty, tacky and tasteless.
- Should be on the Rec - not in centre of town? Emergency access?
- Cheaper rides, more variety.
- Have healthy food.
- Scrap it.
- No interest.
- I do not like fairs, however, I appreciate others do and so I am not in a position to judge.
- Take away the runaway mop. Enhance police presence.
- In a different location.
- Maybe rides could be a little cheaper, could attract a few more families with younger children.
- While the Mop is traditionally held in the town centre, its presence does cause a certain amount of disruption. An alternative site might be desirable, but this could result in lower attendance figures.
- Make broader appeal for adults not JUST kids / teenagers.
- Find an area outside of the town to host it.
- Communicate the event is happening beyond Stratford. I live in Studley and had no idea it was on until that weekend - in fact I drove back via Stratford and was amazed there was something on - WIDER COMMUNICATION PLEASE.
- Too many of the same fairground rides - no traditional / heritage.
- Scrap the runaway mop.
- Most times it's raining, this puts you off going.
- Don't have it, it is a waste of money and does nothing for the town.
- Wouldn't mind it if the music was a little quieter - if you want to just shop it can be a bit offputting.
- I personally do not agree with holding the mop, however, if it is to go ahead it should be based on a more traditional "Country Fair" which I presume were its origins and not the commercial rubbish it is today.
- Takes over too much of the town. Also very noisy.
- The mop is a GOOD event for families, especially children. BUT it should have a designated site OUT OF TOWN.
- Leave alone - it's fine.
- Congestion horrendous. Work full time Mon - Friday and dread it. Hate the runaway mop (pointless) and avoid town when on.
- Consider damage to structure of buildings perhaps? - (although Mop has been going years).
- Cheaper rides!!
- Relocate to Waterfront or "the Rec".
- Some more interesting stalls. What happened to the fortune tellers?
- The mop felt quite rough this year. We saw lots of drunk middle age people at 3pm not a nice sight for my 3 year old.
- Time to stop it.
- Held down near bus ground on car park.
- I am sorry to be negative but I feel that the centre of Stratford is not the place for it in this day and age - maybe it could be moved?
- Should be more traditional, i.e. farmers' market, etc. employment opportunity, not just a fairground.
- Move Mop Fair out of town. (To the Recreation Ground ideally).
- Shouldn't be in the local streets. Should be on the Recreation Ground.
- Prices e.g. 1 minute ride on a ghost train - 1 adult, 1 3year old child = £5!

- Don't block off town for Mop during working days of week / hours, have at weekend. Nightmare getting to work or anywhere!! "Runaway" mop is a whole waste of time.
- Have is somewhere apart from streets of Stratford i.e. Rec.
- Relocated to Leisure Centre car park.
- Move it out of Stratford town centre.
- Keep every thing the same. That is what people liked.
- It needs to be more quirky and less repetition of stalls.
- Get rid altogether it does not benefit Stratford at all.
- The Mop Fair should be removed from the streets and back on park land by the river? May be a good stop.
- Far too noisy during the day when shopping so avoid the town shops.
- If it has to be held use a field not on streets.
- A section for enthusiast owned historic rides would be nice but would be difficult with the showman's guild.
- Change venue, not on the main street. By the waterfront or at the racecourse would avoid traffic diversion.
- One Mop not two would be better for the merchants affected by street closure.
- Relocate totally, or preferably cancel.
- Keep it where it is on the traditional dates.
- Morris dancers, fire eaters, jugglers / stilts, etc.
- Should not be held in the town. Should be more aligned to Elizabethan / Victorian style entertainment.
- Make it historic fair without rides!
- Remain as it is!
- Don't have it.
- I've (& never have had) interest in this type of event-I would prefer something really "Stratfordian"-getting shops to dress up in historic costume from Shakespeare's time-for a week-get the whole town in on promoting real heritage and Shakespeare.
- Outmoded, outdated and unwanted.
- Get rid of it.
- Should be off the streets and held in the sports and leisure car park or the park and ride car park.
- No change.
- Either fix on one weekend per year -e.g. 1st w/e in October or move to Rec. Ground.
- Would be better if everything was less "second-hand" and very heavily "used".
- Moved out of town location, race course or recreation ground.
- The Mop should NOT happen (9am serious).
- Went to Southam Mop as live there - wouldn't travel all the way to Stratford for theirs.
- I prefer not to see Mops. They are disruptive in Southam and I do not see that the cost of clean up etc. outweighs the benefits. We take costs, non Southamites accrue the benefits.
- The sooner it ceases the better. It disrupts the town, most shopkeepers I talk to DETEST IT and visitors (overseas) can't understand why we have / allow such a disrupting factor.
- What is a Mop fair?
- It is ridiculous to have two mop fairs so close together. To avoid congestion the fair should be on "the Rec". This would help local shopkeepers who lose business on fair nights.
- Quality of food better. Quality of rides can improve.
- Runaway mop not necessary. Try and orchestrate cheaper fares for young children.
- No interest in attending the fair.
- Less volume! Better food. (Perhaps local pig roast, etc.). Perhaps use the town centre closure to run another event at same time e.g. crafts or local produce-parents may like to take advantage of this while older kids go round mop.
- I do not like the fair being held in the town's streets. The shops' access is blocked and criminal damage is likely. Why not hold it on the rec?
- Over the years, the character of the Mop has changed. I preferred it when there were some one-off stalls. Also, the atmosphere has become more edgy especially after dark.
- Be more in keeping.

- The original purpose for the Mop and runaway Mop has long gone, so people's expectations have changed. An imaginative approach / change might help.
- As a suggestion, move it to the recreation ground.
- If earlier in the year the warmer / dryer weather may bring out more people, also more tourists in the summer.
- Lower costs per stall.
- Fairs in the middle of towns are an expensive annoyance. I should like this outdated event removed totally.
- This is being used to destroy another tradition of Stratford as market town which is rapidly taking place.
- Be out of town / edge of town and be more Tudor / Victorian. To be held ONCE only - perhaps for 3 days.
- Have better advertising. Here in Henley-in-Arden we have no idea when it's on.
- Do not go to Mop fairs.
- Make it interesting to other age groups - it's essentially a youth entertainment.
- Low attendance this year. Needs something to get people back.
- The chief purpose of the Mop is anachronistic - to push a spoke, if only briefly, in the vulgar stupidity of 21st century life. And the more inconvenience it causes the better.
- The mop is an anachronism as far as holding it in the town centre and an alternative location should be found
- The rides need to be cheaper. They are far too expensive. I have two children and the amount of money they need to go round a few rides is ridiculous!
- There are 3 days every year, all close together. It would be better if they were more spread out
- I don't feel it is necessary to have a 'run away mop' as it is very much smaller (a bit light weight) and the traffic congestion cannot be justified. In an ideal world I think the fair should not be on the streets but it is tradition.
- The ride prices are too high and are not shown easily or sometimes at all.
- Less of the disgusting food smells.
- Move to car park by leisure centre.
- Quieter or different style of music played.
- Put it on a field/other open space.
- I didn't know about it presumably because I live 15 miles from Stratford. It seems as if you need wider advertising if I could be persuaded to come.
- Moved to a better site that doesn't affect the business and traffic
- Move it away from the town centre - to the Rec, or other open space.
- Hold it on The Rec or The Racecourse.
- Creates too much congestion and should be moved to an open space in today's environment.
- The mop may have historical routes but now it is just a fun fair and portrays no historical meaning. The young love it but would it not be better and safer on the recreation ground? Something more historical to link with the heritage.
- It is no longer traditional and I would cancel it.
- I understand the tradition for the runaway mop but it seemed a bit weak and not really worth the bother this year.
- Consider alternative locations, eg the recreation ground?
- Don't have it!
- Be moved out of the main shopping area

**Appendix 7: Other things residents thought that investment in sports and leisure provision would contribute to.
38 comments.**

- An indoor sports facility for Bidford would be very welcome!
- Contributes to a feeling in the community that people and their leisure / health needs are valued by those who control the purse strings.
- Brings residents together.
- An awareness of the needs of others.

- We need dramatically better provision for cyclists in the region.
- To keep the youth occupied with other activities as well as sport.
- Improves and builds on family relations, e.g. as a family we could all play tennis - that's if there were courts available!
- Encouragement to teenagers to participate - very important.
- Gives younger people a focus.
- Civic and local pride.
- Apathy and kindle kills involvement.
- Investment in sports and leisure provision may make some contribution to all the issues listed above, but I am unable to quantify this.
- I don't think it's right to invest money we don't have currently, but would like to maintain what we do have IF it can be done at low cost.
- Sports facilities are extremely important.
- Would encourage fitness. The pool is disgusting. Would love to go with my girls swimming and myself but its vile.
- More leisure options results in stronger communities.
- Young people should be targeted. Need bowling alley in town.
- N.B. Important that provision is across WHOLE of SDC are NOT just Stratford itself.
- Meeting new friends.
- Happier children, young people and everyone who uses the facilities.
- Better community spirit.
- Reduction in mental health issues.
- Better community cohesion.
- Keep people busy.
- Much of the sporting activities in the District are run by commercial businesses or largely by volunteers, i.e. rugby, tennis, bowls, etc., football, cricket, etc.
- Healthy interest.
- SDC understandably has Stratford Town uppermost when making these decisions but peripheral villages, also under SDC perhaps do not always receive as much support and can feel left out.
- There is a lack, a severe lack of leisure facilities in the new building estates. Extremely poor.
- SDC should not spend money on these activities - should be done by volunteers.
- No organised health walk in Earlswood? As in Redditch, Arrow Valley, West Mercia.
- Sport affects personal development and abilities to work with others very positively.
- Bringing what is an essentially insular society into a common forum.
- A lip-service to received wisdom as to the value of sport or exercise, of which much-.... is written and spoken.
- Improve children's concentration thereby improving school achievement
- I feel strongly that sports and leisure should be sported by the council. We need to encourage youngsters to participate to grow their personalities, give them the opportunity to work as a team etc. Similarly provision encourages people to the area as a desirable place to live where they can meet others, support each other etc. In ideal terms access to many of these facilities should be free or inexpensive so there.
- Attracting visitors who wish to participate in leisure activities for example a high tree climbing type experience or a climbing wall being a permanent feature on the recreation ground or river hire of kayaks or canoes.
- I think that an investment will not change local community attitudes.
- Young people having something active and worthwhile to do.

**Appendix 8: Other services residents used the SDC website to access information about.
31 comments.**

- Tried to access meaningful information many times, I think the website is obstructive in its design and poor to use.
- Licensing.
- Parking in Stratford.

- Must find a way to understand a computer better.
- Licensing and other departments.
- Bus timetable.
- Planning.
- Don't have computer.
- Not online.
- No website.
- Grants.
- Library.
- Opening times of the recycling centre.
- Recycling.
- Waste disposal dates.
- Waste.
- Entertainment / what's on.
- Re-cycling depots: Stratford and Shipston-on-Stour.
- Contacting officers / planning applications.
- No.
- General information / planning / housing.
- Do not have a computer.
- Swim at Warwick.
- Planning application of a neighbour (couldn't find the plans though!).
- As I live outside Stratford, and am retired, I do not use the above at all.
- Allotment facilities.
- Jobs.
- Sports awards nominations
- Planning
- tai chi & YOGA
- Council tax, housing

**Appendix 9: Other ways residents thought SDC should use to allow residents to influence decisions.
220 comments.**

- Allow Residents Associations to be formal consultees on planning applications. Encourage local Councillors to contact interested groups.
- Try just LISTENING to people! Councillors seem to be far more interested in themselves, their expenses and maintaining the status quo.
- Educate both paid and elected officials to listen to issues raised and overlook personal and political views.
- Hold more discussion groups with senior L.G. officers and councillors.
- Publish / put on meetings about matters, invite public to attend, listen to views (like a council meeting).
- Encourage residents to attend Community Forums which seem to be reasonably informative and take on issues raised.
- I'd like to know if SDC actually do have their decisions influenced by residents. From what I've seen in my village they do not seem to.
- Other comments. I have been to Evesham swimming pool today and noticed how different it is to Studley, e.g. much warmer and cleaner - a really nice coffee shop serving tea, coffee, snacks, etc. Could Studley get a make-over? I'm sure it would be greatly appreciated and people would use it more.
- Online questionnaires. Wider advertising of "surgeries". Greater emphasis on district matters rather than Stratford. Many residents outside Stratford feel divorced from the decision making process.
- Social Media - e.g. Facebook.
- I like being asked in surveys of this nature. You do a good job on the whole.
- I think councillors should be of the profession or trade they represent in local government; as an architect, I get outraged when councillors on the planning committee, with no design or architectural experience and awareness, can vote against

the planning dept's advice/decision. It is the biggest "weakest" link in Stratford - not only that, it's insulting to my 45yrs practice & training. I'm sure it is relevant in other areas also. And they actually pontificate on aesthetics, too!

- In my view the only way that Local Authorities will make sensible decisions is if Party Politics is banned from Local Government! Independent Councillors would then act as individuals working for the residents and them alone. As L.A. funding comes from Government the parties would not allow such a thing to happen but it would be a measure that would transform the quality of local decisions.
- Follow up a complaint, not sweep it under the carpet. Residents have not influence if complaints are not followed up.
- The Council should make good sensible decisions without NEEDING to go through a process of "consultation", in which public opinion is usually ignored anyway. Most Council activities seem carried out to a good standard. The one exception is planning which is very bad. There seems to be a total lack of any forward planning and the Council just reacts to events without influencing them, and without thinking about future effects of their decisions (or lack of).
- Listen to LOCAL residents' views. It is OUR town we have to live with any decisions you make.
- Opinion polls.
- Online petition similar to one used by government.
- More publicity in local papers I'm sure would help people to know about plans.
- I don't know how influential any of the current ways are! Perhaps a newsletter to say what decisions have ACTUALLY been influenced by residents would be helpful / informative and encourage further participation.
- Listening - not having own agenda's, self interests and views.
- Consult cyclists and schools about cycling... What would we need to do to make it safe for children to cycle to school? And people to cycle to work? Imagine the reduction in car usage and in cars!!!
- Conduct local referenda on major issues.
- Visit local villages for question and answer sessions periodically especially where controversial issues are concerned.
- Listen in the first place. Residents are more important than government figures.
- It would probably be encouraging for residents to know how influential residents expressed views were for SDC making decisions.
- Listen!
- More surveys / email polls or market research.
- Should give effective support to important problems facing citizens through the Parish Council. I.e. traffic problems, etc.
- Use of social media sites. Weekly blog (upcoming decisions to be made). Councillor drop ins (face to face contact).
- Ask for email address of willing residents to communicate their opinions. I am a technophobe and even I can use in my case an iPad without difficulty.
- More online contact with SDC, make it easier to communicate. People are short of time and don't have time to write long letters and attend meetings.
- Maybe have a suggestions box in reception and take people seriously.
- You don't listen so why ask?
- Questionnaires sent through post / done!?
- Publicise issues through local independent radios.
- Do as they do in Switzerland - decide contentious planning and other issues (e.g. Shottery) by citizen referendum.
- Take less notice of individual influential "NIMBYS". Take more notice (not just lipservice) of the wider majority - events always seem to be driven by external forces and influential individuals.
- Look at how adjoining authorities affect SDC residents near boundaries. Too much them and us and not enough ownership of the wider issues!
- Listening to people's views, problems and misgivings and replying to them.
- Council should publish details where decisions have been affected by local opinion / pressure.
- Listen to people, instead of just going through the motions.

- Actually LISTEN. Far too many new houses. The entire area town and villages is being spoilt. We will regret becoming a suburb of Birmingham. Stop being PC and hang on to being British and Traditional - be proud. Keep our area beautiful and don't turn us into just another sprawling, overbuilt, congested dump. Someone, somewhere is making money out of spoiling our area.
- Listen to what is important for residents instead of appearing to and ignoring important issues.
- Look at individual areas and see what seriously affects residents: i.e. traffic congestion, parking, nuisance from late night revellers, to name but a few. And relevant bodies act to remedy problems.
- I think the SDC Planning Members should go to the place of concern, and really look at what troubles their actions will cause, as well as what their actions will solve. Houses should not be plonked in an area, without backup being provided first. They know what is needed.
- Make Council records (subject to Data Protection) more readily available.
- Polls. (Online / postcards). Door to door / online surveys. Voting system on website. More transparency on when meetings are scheduled and the agenda. Emailed to all "opted in" residents with link to register to attend webcast?
- More broadsheets (single paper, condensed papers).
- Listen and act upon points made by residents rather than developers who are just out to make a profit at the expense of residents.
- Be truthful when making decisions.
- Listen to residents on development and traffic congestion.
- Direct voting via internet on key issues. Referenda on key issues.
- Possibly an electronic way of voting on issues?
- Take note of people's complaints and ACT ON THEM.
- Planning for real sessions. Longer time allowed to speak at committee meetings - often 3 minutes is insufficient. Allow residents to present detailed Powerpoint presentations at committee meetings. Ensure that developers and others present their full intentions rather than glossy outline planning documents which try to hoodwink the public. Outline plans presented at consultation meetings often show clearly unachievable proposals, with many aspects which will never appear in the built development. Ensure that residents are not consulted on outline plans but on fully worked up proposals to which the developer is committed to achieve.
- Send survey forms to every household on major local issues. Note: re: sports and leisure feel that provision should have been made or could be made for youngsters (13 to 19 years) on Trinity Mead Estate.
- Listen, research, correspond result. (Good or bad). Explain. I.e. be transparent at all times, and not back door deals.
- Need an effective Core Strategy in place, so planning applications cease to be rubber stamped and a foregone conclusion? Residents' opinions need to be seen to be taken account of and not dismissed out-of-hand. Information presented to Committees needs to be completely accurate, not based on particular perceptions of a situation. Local Councillors need to be consulted on Section 106 agreements for their areas, not to have decisions already made imposed. Any Section 106 benefits forthcoming to a particular area should be used for purposes in that centre, not diverted to support schemes and provision within Stratford Town Centre!
- Not sure. With planning issues, feel the decisions are already made and any problems you have are just not considered. Feel more LOCAL issues that affect residents should be listened to and checked out before plans are given the go ahead.
- Provide households with clear and concise "how to" contact information. Put more details / routes to contact on (great) new "biglocalapp".
- By offering more time to organise / research the particular issue. The localism act gives local communities the power to decide - but unless they know about it, then they are not likely to act on it. Residents firstly need to be clear on their rights. The Council has a duty to co-operate - communities should have genuine opportunities to influence, and being informed about issues isn't always clear.
- Lots of things seem a fait accomplis especially if you don't live in Stratford itself. You don't get to hear about them so the idea you could influence them or even be

interested in them doesn't register with me. I am keen to be a part of the county (District Council) but I don't feel part of it as I don't live in Stratford but right on the border with Worcestershire. Things going on are not communicated widely enough. More use of the free newspapers would be a good way of communicating what is going on and how you can influence or have your say would be a start.

- Direct questionnaires e.g. Re: village development plans. Electronic ballots on issues in the future?
- Online forum.
- Make it a practice to have someone representative of each of the social classes and age groups on the Council - with equal voting rights. (Make sure these people have their brains switched on) no morons.
- The most difficult question of all. Be in touch with local groups such as U3A, SCAN, and Age UK on a regular basis. Hold an annual meeting of SDC officials with senior members / chairmen of the local groups to put over whatever is the current concern plus explanations of SDC policies.
- Listen to what resident say by reading the questionnaires!
- Would be useful to publish short resume - say once a month - of balance of opinions on local issues, in local press.
- Seems adequate number of ways already.
- Combat NIMBYism when making important local decisions i.e. new housing development, site more gypsy camps near Stratford.
- Actively vote on key decisions and for SDC to be required to implement them whether councillors agree with them or not.
- When I first agreed to be part of a Citizens Panel I had thought it would be small group meetings face to face with Councillors to DISCUSS topics, not simply box ticking. Small face to face opportunities to seriously discuss items would be far better.
- Wider publicity and online or postal opportunity to participate.
- Regularly (4 times per annum) VISIT concerned citizens and LISTEN to views.
- Print part of Committee Minutes in paper.
- The town centre. Traffic controls. Every Stratford resident I know complains about the above. Maybe mailshot the only way.
- Well organised meetings, which are chaired effectively to allow issues to be discussed in time. The residents' parking meeting I attended was not democratically followed up. Although I asked to be consulted and informed - another meeting was held without notifying interested people.
- Council meetings can seem boring to most people because they understand the wording of the information so they don't go. Some of the questions in the surveys confuse more than explain.
- Make sure that people know about the various facilities for communications. Appreciate that this is difficult. It would also be a big plus to see some local Councillors around their local areas OTHER THAN AT ELECTION TIME. e.g. I often saw and spoke to Peter Barnes but the guy who replaced him I wouldn't know if I met him.
- Have fewer Councillors. Stop all expense claims - instead pay a salary. Promote involvement of younger people.
- Ensure that Councillors meet their constituent members away from the SDC offices.
- By deciding the SDC core strategy so that neighbourhood plans can focus upon priorities for our communities.
- Council approved double yellow lines in Bridgetown Road. Someone challenged this after the closing date / or an appeal and at a subsequent council meeting the lines were cancelled. The two people who raised the challenge then left the area.
- Listen to what is said to you.
- Discussion groups.
- Let us see plans, etc. before decisions about them have been made. Door to door questionnaires.
- Hear us! Understand that what you choose to do affects us, where we live and you don't, battle for us and not simply touch your cap to government demands. We are honest hardworking people and this is our county for which we pay a great deal of money, don't waste our precious pounds on things we don't want.
- Having been a Parish Councillor, I became very disillusioned with Stratford DC,

particularly with the planning department, as parish council views often appeared to be ignored, and were rarely acknowledged. Made a mockery of having the parish council tier of government.

- Have meeting during the day although this may deter attendance by some because of work commitments. Publicise issues in local papers with cut off comments to send into.
- Online surveys on specific issues - perhaps publicised via the local papers (including free ones).
- Keep traffic wardens out of Alcester. They are not needed, ignorant people.
- Voting system online.
- Can't think of any more than you've already done.
- A local telephone number to talk to a representative of the Council.
- Keep letting residents things like you have today in this questionnaire.
- Appoint an independent leader that has no political backing that has Public Works Knowledge. This should be a publicly elected position and last the term of the elected council.
- By telling us of what Stratford DC are specifically responsible for. I.e. whose responsible for footpaths in Shipston besides being cluttered up by A / boards.
- Good communication is important. Keep the residents informed by:- newspapers, meetings, local radio, emails, website, posters, etc.
- Better explaining what national priorities are required to be implemented by local government all which are within local authority discretion. Public sector final salary pensions should not longer be guaranteed, as for the private sector. The council should show what percentage of Council Tax goes to honouring its historic and future pension commitments.
- Act.
- Listen to Peter Oakley, George Atkinson and Mike Perry.
- By being less secretive. Too many decisions taken behind closed doors. Openness is a smoke screen.
- Referenda. "Public Consultations" are a good idea but I have NEVER known about any. - How are people expected to respond?
- Being totally transparent in what's going on and not making important decisions behind closed doors or through "the old boys club".
- Public meeting in LOCAL areas on important issues.
- SDC - needs to get out of Stratford and listen to people who do not live in the tourist ridden trap that is Stratford and have different needs. For example - recent offer of a free kitchen caddy for waste is great if you live in Stratford and can collect from Elizabeth House. It would involve me in a 40 mile round trip by car! Unfair subsidy of Stratford residents.
- I think the web casting meeting is worth a try. This will allow those who are not able to attend council meetings. In order to attract younger people to take part in consultation etc, perhaps they "Blog".
- Based on my experience in attempting to get my views regarding an extension built next door, I feel that the Planning Dept does little but go through the motions of appearing to listen but in the end is a toothless Dept. which does little but move paperwork.
- More chance to meet local Councillor.
- Spend more time listening / dealing with the villages who have limited access / facilities referred to in this questionnaire.
- 1). Listen. 2). Update contact list i.e. clean it. 3). Make sure employees have total knowledge of facts, if not pass to someone who has. 4). Do Councillors have clinics like MPs?
- I subscribe via email to planning issues. This seems very efficient. Could a similar system be organised for other SDC issues - or is there one already?
- I feel that SDC fails to recognise or listen to the public it is supposed to serve with senior Councillors and local MP we fail to trust. The whole of SDC needs a massive reshape to ensure that its public can trust it.
- Take more notice of parish plans.
- I would like there to be a climbing wall at the Leisure Centre. I would like no more house building on the B'ham Road as it is ridiculously congested. I don't know who to

approach about this or how to make my voice heard / influence decisions.

- By listening to them including when issues include problems with EXCESS claims by the MP - surely the Council can comment about this disgrace and by listening to those of us SUPPORTING the environment not wanting an Avon line.
- Just make sure all residents are aware of any new changes.
- Listen and act on issues of a very real, genuine, urgent, concrete nature!
- Public vote - more public meetings in convenient location.
- Allow public voting on key issues.
- Use website votes.
- Listen to your RESIDENTS then ACT.
- Cut bureaucracy and get out among constituents.
- Hold meetings outside office hours.
- Provide information either by mail or email. No information serves no-one. Just how serious are the council about the democratic process?!!!
- Person to person contact.
- Councillors should visit us at home INSTEAD of only pre-elections. Councillors should reply (either or -) when telephoned with a comment / complaint or suggestion - they rarely do!!
- I think that the SDC should listen to people's objections and take them into account when making decisions. I.e. Wellesbourne - new Sainsbury store on airfield. Our objections were made quite clearly - we have adequate shops - but have no room on our roads for extra traffic!!!
- Council meetings / venues should be publicised so that residents not living in Stratford would be able to find out about the existence of important meetings and therefore attend and air their views.
- Answers in this section relate to a recent planning application where public opinion was ignored and it was passed despite serious questions regarding safety and legality. As a result I and many local residents have lost faith with SDC and WCC.
- The Council should take more notice of views strongly expressed and held by a large proportion of the LOCAL populace. The recent decision to grant planning approval for a travellers / gypsy site near Southam was wholly against the wishes of the people of Southam - but that fact was ignored and planning granted. This has and will continue to sour the locals view of the whole process, sadly.
- Employ someone to write your questions who speaks English properly! It offends me to receive official documents written in poor / incorrect English. Your 2013 results page is particularly bad.
- By ensuring there is a constant rotation of Councillors. They become set in their ways and view the general public as an enemy to be suspicious of and irritated by. New Councillors = new ideas, more responsive to community they represent. TALK TO SCHOOL GOVERNORS AND ASK THEM TO BE PART TIME COUNCILLORS. Yearly ask Councillors to nominate 2 others for election.
- Most of the important issues and decisions are made by a Government official of the relevant national government department. Increased housing without any or very little thought to the infrastructure required. Time and time again over the years central government of all colours OVERRIDES LOCAL OPINION. Where are the new schools, roads, etc. etc. to accommodate vastly increased housing? Refuse to accept central government control over LOCAL issues. In this respect we need a revolution. INCREASED CRIME RATE reduction of police - it doesn't make sense.
- With 11 questions relating to opinions on Mop fairs - please indicate what they actually are. Thus make your FUTURE COMMUNICATIONS CLEAR please.
- Contact telephone number for opinions direct to register considerations to ensure not sidelined and forgotten by recipient.
- Allow them to demonstrate by their local knowledge the effects of possible decisions, and listen to, not ignore, their comments.
- Simplify the website.
- Should listen more effectively to public / local views prior to allowing developers to put in for unnecessary and inappropriate planning. Not enough notice taken of local worries over existing services being stretched unrealistically with increase in population. Party politics seem to get in the way.

- Listen to them! I don't know anyone who wasn't horrified about the trees being cut down on the Bancroft... but it still went ahead. It looks terrible now and all you can see for your "view" is that ugly hotel. It cold and concrete with no character.
- Ensure that LOCAL people are elected to Council posts: no-one living outside the District should be eligible to stand for office.
- Meetings at which residents vote.
- Listen to local opinion on housing development. Do NOT allow greedy property developers to build in green field areas, constructing developments which will entirely change local villages for the worse. No Gladnor development in TYSOE.
- I may reside within SDC area, but starting your letter "Dear Residents" implies you are addressing Stratford residents only. Those of us who reside in one of the many villages within SDC feel our voice cannot be easily heard when we raise relevant issues such as village expansion planning applications and making local provisions for our young people in particular. Perhaps my views are of no help / relevance/ or this particular questionnaire?
- Via email.
- As 4 year resident, I feel that the town car parks must improve - Market Square one stupidly expensive but approaches to town are really poor, this is a pretty, tourist, Tudor town, protect it. Shame about the awful "new" theatre. What a wasted opportunity. Could have been Sydney opera house!
- More accessible public meetings - e.g. in the evening when people are not at work and can attend them. Possibly more adhoc survey drops through doors in areas, etc.
- Maybe you could have something like a "Peoples Committee" that could meet when issues are raised over matters that impact on their local community for what ever reason. I'm not suggesting that this should be linked to the Parish Council; in fact I suggest the opposite. "Peoples Committee" - "Peoples Voice" = local concerns i.e. planning, road safety, amenities...
- Listen to the residents and if necessary take action on the offenders.
- Random questionnaires, perhaps in newspapers or online.
- They should listen and consult more. The Core Strategy should have been sorted out - too many developments are going through because we do not have it in place - Councillor Saint should be more truthful re: the new village at Gaydon. Parish, District & County Councils should work together. Where conditions are put on planning applications - enforcement should be done if not adhered to!
- There is a general feeling that SDC do not react to residents wants. I.e. they will do as they want regardless! This is a deep seated feeling that Stratford does not or will not address. It is felt that the consultation is a bit of a farce. Are they going to step up to the mark or roll over to be tickled??
- More information in the local papers - free and paid for.
- My experience of the effectiveness of SDC in pursuing infringements of planning matters is very poor. Have enlisted the help of Social Govt Ombudsman on three occasions so far.
- Suggest actual sites to locate waste bins. Give practical suggestions about parking?
- More information to Earlswood area.
- We should be able influence local planning applications. The number at present will, if successful, radically alter this area and local services, schools, hospitals, doctors and roads will not cope. We should have a say in this. As a resident I feel that we have no power. A clear majority oppose massive development, not sensible growth, that majority is ignored at all levels!
- Change the way planning meetings are conducted. The procedure is loaded heavily in favour of applicants: they have access to planning officers before the public meetings and they can submerge opposition with last minute technical data. The 3 minutes allowed for objectors is completely unfair - far too short relative to applicant's total access time. More generally the views of small villages are marginalised by the towns. Your questions about shopping show that you think people HAVE local shops!!!
- Follow proper guidelines on major decisions and be pedantic over small more trivial matters. Take more heed of local opinion. Not allowing prejudice amongst officers.
- Don't just appear to listen then go ahead anyway. I'm not sure what else could be offered but people care about their local area.

- Show and prove that it takes notice. 2. Stop party politics in local council elections.
- Inform residents more openly and often.
- It would be nice to feel that the collation and recording of expressed opinions takes place. At present, I have no confidence or awareness that this does happen.
- referendums on key issues
- Be more open in disclosing strategic thinking and direction of travel. We hear too much that we cannot tell you what we are doing etc, it's commercially confidential. We will tell you when you need to know, which is often too late for the public to make their views known and influence decisions. It often feels that things are pushed through against the will of the community. There is a general feeling around that certain council members and employed leaders are secretive and do not act in the best interests of the public they serve and are more interested in maintaining their own positions and interests of commercial organisations with higher priority than that of the community. The current performance of the leadership team on the District Strategic Core Planning is disgraceful and illustrates perfectly the points made above.
- I think they should really listen to the residents for a change instead of having their own preplanned ideas and agendas and fobbing us off.
- This panel is a good way, maybe online surveys about one off issues, eg. a specific local housing development, proposed cutbacks, etc.
- There are already plenty of ways to attempt to influence council decisions, but it would help if, from time to time, residents saw real examples of where council decisions had actually been demonstrably influenced by residents. If that happened, we might be more encouraged to take up the existing opportunities. As it is, most of what councils do seems cast in stone from day one. There is very little visible evidence of resident's opinions having any influence. So you can create as many ways as you like to "allow residents to influence decisions" but they won't be taken up because the perception is that they are all a waste of time.
- Further engagement through online channels such as this, and mandating that the council take the views in to consideration then making decisions. Too often it feels that public consultation is a tokenistic, box ticking exercise delaying decisions that have already been taken.
- Encourage participation more via View, in Library etc. noticeboards- don't rely on web site!
- Majority voting.
- Contact with Parish Council.
- JUST GIVE THEM A CHANCE AND THEN IT IS UP TO THE PERSON.
- A referendum.
- Online surveys.
- To be more open tell us before for our views not after you have implemented them.
- Online panels and polls, more consultation.
- Greater use of consultations and referendums.
- By telephone.
- I really do not know how to encourage people to get involved but would it be possible to have a council written update of pertinent issues in the local paper?
- 1/ They should not allow vested interests to have the drivers seat in any planning consent 2/ They should ensure that their representatives are FULLY aware of what they vote over the line in terms of planning consent 3/ They should ensure that their representatives have a complete knowledge of what they vote for.
- Using bi polar analysis (as above) to consult public especially major planning issues eg new housing developments in the District.
- Question the probity of councillors on committees, and their connections to BOTH applicants AND objectors, (not just applicants!).
- Organise local councillors to hold regular local meetings reviewing their recent overall achievements and non-achievements.
- Online forums, chat rooms, petitions. A willingness to change and move away from the way things have always been done.
- Use on line surveys and social media to reach larger audiences and therefore get a better balance of views across all age groups.
- It appears that many of the decisions are political. I think it is a shame that councillors

are, for the most part, affiliated to political parties as this means that votes are cast along party lines rather than being cast according to the specific needs of the local area. In order to attract more interest, people need to believe that they will be listened to, but if the party line is already set then the local opinion doesn't hold sway over the decision.

- Door to door.
- Voting on issues which affect us.
- Not sure I can think of any other ways at this time
- Invitations to meetings. Comments and suggestions section on website.
- Through the ballot box!
- The views can be expressed but they don't seem to get actioned. Public transport being a prime example. Henley to Solihull is not a catered route
- SDC should listen to residents. Listen to the people who actually live in the area and decipher whether their views and opinions are genuine or pretentious. Sometimes people may be Nimbys for the sake of their assets and personal wealth but many people are genuinely concerned and fearful of what SDC's decisions will do and have done to the quality of their lives and homes. There are too many blasé decisions being made by SDC especially in small village communities.
- They should use common sense and do what is right for the whole area not listen to protestors and do what they want for votes
- Actually listen to the residents, rather than make decisions at a level that neither know nor care about a local area.
- The internet.
- Make greater use of emails.
- Use e-mails to inform you of issues that effect your local area.
- Canvass views online.
- The evidence of Shottery housing development is that residents cannot influence decisions.
- All councillors should live in the immediate area and use the local facilities.
- By actually taking note of what they say and considering the effects on their lives of say the many building applications and quarry extensions that are being pursued with little apparent thought for those affected as long as we have lots of development. These things should be scaled to fit with the local infrastructure almost as if it was planned, rather than made up on the hoof!
- Possibly making more use of the local newspaper, to publicise events or decisions that are going to affect the local community. In current times people can feel a bit disconnected from the decision making process because they are not aware of what is going on.
- Local views of residents should be given a high priority when making decisions.
- Regular polls on SDC website to solicit views, confirmation or rejection of ideas about a wide range of potential spend, cuts or decision making.
- Not really any other ways than those mentioned above.
- Pay more attention to the Parish Council's views on matters rather than ignoring them
- I believe that residents have little opportunity to influence decisions Much like central government, once voted in the representatives tend to ignore the voters.
- Give the early notification of planning applications even if not formally applied.
- It would be good to know what views were expressed by others on a specific issue and whether this was a majority view so that it would be clear what effect this actually had on decision making.
- Having a binding ballot on contentious issues.
- I think that SDC already provides a fair number of methods by which residents can make contact with the council and its elected councillors but apart from local planning applications and local street parking issues I haven't had any reason to test this out.
- SDC needs to more to demonstrate that it listens and it is worth residents playing an active part. The sorry mess we have around housing development shows a lack of interest in listening from the majority group on the council. My experience is that councillors are good at responding to residents one to one and getting things done in that way, but not in letting residents influence policy and long term strategy.
- Advertise for people to contribute to new initiatives and community activities.

Perception is that you cannot get anything done unless your on the parish council, or even worse that you have to know a councillor. Volunteers should be asked to come forward and represent their communities with regards to local issues. Younger people should be asked to help organise events not just older councillors. Christmas markets and music festivals should be held in Studley and traffic diverted like Alcester to allow us to for this. The community are not asked what they want for their own village. Not everybody is consumed by pothole queries!

- Increase time allotted for people to speak on issues. Reduce the influence of pressure exerted by organisations such as Shakespeare Trust.
- Publicizing the above options more effectively and giving feedback on how it has affected their decisions
- 1. It is more important for the Council to actually take notice, and for things to happen e.g. there has been much talk for many years about pedestrianising parts of the centre of Stratford, and the historic spine - but what is happening? 2. It would be helpful to have a clearer general understanding of what areas SDC is responsible for, and what Warwickshire CC is responsible for.
- Ensuring that issues concerning planning proposals and budget expenditure are fully publicised so that residents have a realistic opportunity to comment and are encouraged to join in any public debate.
- As a resident of Alcester it has been disappointing to see that SDC overrules most decisions made by Alcester Town Council.
- By using an insight driven approach to delivering and commissioning services. A start might be to review many questions asked on questionnaires such as this so it is easier to give a proper view rather than feel you are being pushed into only replying on options that the SDC want.