



CITIZENS' PANEL RESULTS FULL REPORT

DECEMBER 2011

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Executive Summary

- The outcomes from the Corporate Strategy to achieve first relate to finding work, influencing development in the area, and affordable housing.
- General agreement that litterbins are regularly emptied and litter is collected frequently. Some concerns exist on the number of litter bins provided and fly posting could be removed quicker. Overall the results are positive about the service provided.
- Respondents in general felt it was important for SDC to improve current levels of priority services even if it meant the removal of some other services. The majority also indicated that it is important for the District Council not to increase council tax by more than inflation, even if this means a reduction in the levels of some lower priority services.
- Housing, public conveniences, and CCTV/crime reduction were the main services identified as being most worthy of further funding.
- In the last two years, areas of SDC work seeing the highest rises in public opinion for an increase in service provision are the local economy/tourism promotion, plus CCTV/crime reduction.
- The value for money figure for SDC's Council Tax amount stands at the highest level of all the six surveys undertaken at 81%, a 5 percentage point increase on 2009.
- High awareness amongst the Panel members about extent of cuts in public services.
- General agreement that services are delivered in the way, where and when people want them.
- Useful feedback extracted from the survey on the big markets that take place in the district. Those residents that regularly visit them are happy with the number, quality, and variety of the stalls.
- Number of people visiting play areas in the district remains static, although slightly less often.
- The Paddling Pool at the Recreation Ground has become less important over time to Panel members. However, the Sandpit remains as important as two years ago.
- Awareness of receiving the electoral registration canvass form was high, with the majority returned by post, but with a further quarter completed online.
- Just over half are aware of the edited register, of which a half are currently opting out.

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- Appendix 2: Residents' comments that relate to how they have answered statements' question 8, displayed by localities. 164 comments.
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Stratford-on-Avon District Council Citizens' Panel: December 2011 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 December 2011 Panel survey.

2. Methodology

520 questionnaires were returned (68 by email and 452 by post) from a mailing to 1134 residents (190 emailed and 944 received a paper copy) in December 2011. 19 questionnaires were returned not completed for a variety of reasons, i.e. moved away. This represents a response rate of 46.6% (36.6% email, 48.7% post).

| LOCALITY | Number Distributed | Number Returned | % Response |
|----------------------|--------------------|-----------------|------------|
| Alcester-Bidford | 198 | 90 | 45.5 |
| Henley-Studley | 167 | 64 | 38.3 |
| Shipston | 165 | 73 | 44.2 |
| Southam | 155 | 69 | 44.5 |
| Stratford | 308 | 145 | 47.1 |
| Wellesbourne-Kineton | 141 | 63 | 44.7 |
| Unknown | - | 16 | - |
| BASE: | (1134) | (504) | |

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

SDC Corporate Strategy

- Residents were asked to indicate the four outcomes, which they felt were the highest priorities to work towards first. Six in ten respondents (60%) favoured: "An increased proportion of residents are able to find work in the District"; 57% cited: "Residents feel they have more influence over the development that takes place in their area"; 56% named: "More housing is available at a price local people can afford"; and just over half (52%) said: "Increased economic vitality across the District".

Streetscene

- The statement residents were in most agreement with that of 84% agreement was: "Litter bin emptying is done regularly". Exactly four fifths (80%) agreed with the statement: "Litter collection is done regularly". The statement respondents least agreed with, with which over a fifth (21%) of those surveyed disagreed, was: "The number of litter bins provided is appropriate".

Budget Consultation

- Barring environmental health and benefits enquiries, residents on the Citizens' Panel have used SDC services more in the last 12 months. The largest increase (up 8 points) comes in the parks, playing fields and open spaces category where seven out of ten residents have visited one in the last 12 months.
- Asked about how important it was for SDC to improve current levels of priority services even if it meant the removal of some other services, 48% agreed with the statement, 24% responded neither way, and 28% disagreed.
- The statement question "it is important for the District Council not to increase council tax by more than inflation, even if this means a reduction in the levels of some lower priority services" has been asked since 2003. Interestingly, the agreement figure to this statement is at its highest at 77%. Since the last survey in 2009, the disagreement level has fallen from 25% to 13%.
- Housing, public conveniences, and CCTV/crime reduction were the three services with the largest difference between those wanting an increase over a decrease in service provision.
- Analysing the mean scores over time suggests a shift in attitudes amongst residents. The mean score for housing has risen from 1.94 in 2005 to 2.22 in 2011. They are also increasingly seeing the importance of the local economy and tourism promotion which has seen its mean score rise with every survey from 1.57 to 2.04. The score for public conveniences has remained the same since 2004. Services around streetscene have always been above the average figure of 2.0 meaning residents would rather see an increase than a decrease in service provision. Environmental health, leisure centres, along with parks and playing fields has hovered around the average over the past two surveys. The score for development control and planning has never been above the average score of 2.0.
- The value for money figure stands at the highest figure for all six surveys undertaken at 81%, a 5 percentage point increase on 2009 and 15% higher than 2007.
- Asked whether they felt SDC services were delivered when people wanted them, 36% agreed and 9% disagreed. Although the agreement figure fell by 7 percentage points, the disagreement level fell from 20% to 9%. Both reductions were caused by more residents ticking the neither box – 38% to 55%.
- Asked whether they felt SDC services were delivered the way people wanted them, 34% agreed and 13% disagreed. Although the agree figure fell by 3 percentage points, the disagree level fell from 22% to 13%. Both reductions were caused by more residents ticking the neither box up from 44% in 2009 to 56% in 2011.
- Asked whether they felt SDC services were delivered where people wanted them, 33% agreed and 13% disagreed. Although the agree figure fell by 4 percentage points, the disagree level fell from 22% to 13%. Both reductions were caused by more residents ticking the neither box up from 41% in 2009 to 54% in 2011.
- Just over six out of ten respondents (62%) felt the quality of Council services was good overall. This was 5 percentage points down on the 2009 figure. However the disagree figure also fell from 10% to 6%, with the neither column increasing its result from 17% to 32%. 6% disagree outright with the statement about the overall quality of services.
- Since 2007 residents are less likely to agree that SDC has enough money to meet all the demands on its services.

Markets

- Nine out of ten residents (92%) confirmed they did not shop at or visit the Southam Market, as opposed to just 8% who said they did.
- Just over a third (34%) of respondents confirmed they shopped at or visited the Stratford-upon-Charter Market on Fridays.
- Just over a third (36%) of respondents confirmed they shopped at or visited the Stratford-upon-Charter Farmers' Market held every fortnight on Saturdays.
- 93% of those surveyed said they did not shop at or visit the Stratford-upon-Charter Craft Market held every fortnight on Saturdays.
- All respondents were asked to list the names of any other speciality markets in the Stratford District that they have visited in the last 12 months. 40% of respondents stated Stratford's Christmas market.
- Residents were asked to indicate what they looked for in a market: two thirds (66%) named the variety of the stalls; 36% said the appearance of stalls; and 35% cited low cost items.
- Three in ten residents indicated they did not visit markets because of the goods on offer; over a quarter (27%) stated it was on the wrong day of the week; and over a fifth (22%) claimed they do not offer value.

Play Areas

- Respondents were asked if they, or a member of their household, (including taking grandchildren), visited the equipped play areas within Stratford Town. Almost three quarters (74%) stated they did not. Results are compared to findings of the survey conducted in June/July 2009 and it can be seen that they have remained fairly constant across the time period with a slight fall of one percentage point in the percentage of residents or a member of their household visiting the play areas within Stratford Town, from 27% of those surveyed in 2009 to 26% in 2011.
- So far as equipped play areas within Stratford District, but not in Stratford Town, were concerned, just over a third (34%) of those surveyed visited the equipped play areas there. This represented an increase of 3 percentage points from the 31% recorded in 2009.
- All residents were asked how important the paddling pool feature is to them. Four in ten (39%) said it was either very unimportant or fairly unimportant. Over a quarter of those surveyed (26%) had no opinion on the matter. The importance of the paddling pool feature has fallen considerably over recent years. In 2006, 43% of those surveyed said it was important to them. This fell to 24% in 2009 and to 18% in 2011, representing a fall of 25 percentage points since 2006.
- Exactly a third (33%) of respondents claimed the sandpit was unimportant to them, as opposed to just over a quarter (27%) who stated it was important. Just less than a quarter (24%) were of no opinion. The percentage of residents to whom the sandpit feature is unimportant has increased by 5 percentage points from 28% in 2009 to 33% in 2011.

Electoral Registration Canvass Form

- Nine out of ten respondents (87%) recalled receiving an electoral registration canvass form at the end of August 2011.
- Nearly everyone (98%) found the canvass form both clear and concise and easy to

understand.

- Nearly everyone (98%) found the canvass form easy to understand.
- Over half (54%) of those surveyed returned their canvass form to the Council by post. Just over a quarter (26%) completed it online and 14% did it by Freephone.
- Nearly everyone (98%) found it easy to return the form both online and via the Freephone system.
- 46% of those surveyed were not aware of the edited register, compared to 54% who said they were.
- Of those who were aware of the edited register, just less than half (48%) stated they had opted out, as opposed to 52% who did not.

Stratford-upon-Avon Picturehouse

- Over four fifths (86%) of those surveyed have heard of Stratford-upon-Avon Picturehouse and of these almost three quarters (73%) confirmed they had visited it.
- 45% of those residents who have visited the Picturehouse find out what's on there through the cinema's website and the same percentage found out through the Stratford Herald. Exactly a quarter (25%) found out through the Midweek and 23% through word of mouth.
- Over a third of residents (34%) regularly read the Daily Mail, over a quarter (27%) the Daily Telegraph, and 18% The Times. The following chart outlines responses received.

Residents' Profile

- Over half (55%) of respondents were male.
- Just over a third (34%) of those surveyed were aged 60 to 69 and just over one fifth (21%) were aged between 70 and 79.
- Almost two thirds (65%) had two adults in their household.
- 18% of households had children living there.
- Six in ten respondents (60%) owned their home outright.
- 19% stated they had a long-standing illness, disability, or infirmity, of which 88% said it limited their activities.
- 44% said they were wholly retired from work.
- Over a quarter (27%) cited they were full-time employees.

4. Results in Detail

4.1 SDC Corporate Strategy

4.1.1 Highest priorities

Residents were informed that Stratford District Council has a Corporate Strategy covering the period 2011 to 2015. The four aims of the strategy are: addressing local housing need; a District where Business and Enterprise can flourish; improving access to services; and minimising the impacts of climate change.

Residents were asked to indicate the four outcomes, from a given list of 10 outcomes, which they felt were the highest priorities to work towards first. As shown in the following table, six in ten respondents (60%) favoured: "An increased proportion of residents are able to find work in the District"; 57% cited: "Residents feel they have more influence over the development that takes place in their area"; 56% named: "More housing is available at a price local people can afford"; and just over half (52%) said: "Increased economic vitality across the District".

Further analysis shows that:-

- Four fifths (80%) of those aged up to 39, compared to just over half (53%) of those aged 65 to 74, felt "an increased proportion of residents are able to find work in the District", was a high priority.
- Over three fifths of residents aged 65 to 74 (63%), versus 48% of those aged 75 and over, felt one of the highest priorities to work towards first was: "residents feel they have more influence over the development that takes place in their area".
- 62% of those aged 40 to 64, as opposed to 40% of those aged 75 and over, thought "increased economic vitality across the District" was a high priority.
- Almost two thirds of those aged 75 and over (63%), compared to less than a third (31%) of those aged 40 to 49, were of the opinion that "an increase in the number of vulnerable residents who are supported independently in their own homes" was a high priority.
- 42% of those aged 65 to 74, versus 24% of those aged 40 to 49, thought "a reduction in the risk of flooding" was a high priority.
- Nearly a quarter (24%) of those aged 40 to 49, in contrast to 7% of those aged 65 to 74, believed that "a reduction in the District's carbon footprint" was a high priority.
- Over four fifths (82%) of Southam residents, versus less than half (46%) of those living in Stratford, felt "more housing is available at a price local people can afford" was a high priority.
- Six in ten (59%) respondents living in the Alcester/Bidford locality, compared to just over a third (34%) of Southam residents, were of the opinion that "increased economic vitality across the District" was a high priority.
- Nearly two thirds (66%) of those living in Southam, in contrast to less than half (47%) of Alcester/Bidford residents, thought "an increase in the number of vulnerable residents who are supported independently in their own homes" was a high priority.
- Nearly half (48%) of those living in the Wellesbourne/Kineton locality, as opposed to just over a fifth (21%) of those living in Southam, said "a reduction in the risk of flooding" was a high priority.

- Four in ten (40%) of Wellesbourne/Kineton residents, versus 18% of Southam residents, believed that “an increase in the proportion of people who feel they can influence decisions in their area” was a high priority.

Table 1: Preferred Outcomes

| Outcome | % |
|--|-------|
| An increased proportion of residents are able to find work in the District | 60 |
| Residents feel they have more influence over the development that takes place in their area | 57 |
| More housing is available at a price local people can afford | 56 |
| Increased economic vitality across the District | 52 |
| An increase in the number of vulnerable residents who are supported independently in their own homes | 50 |
| A reduction in the risk of flooding | 34 |
| An increase in the proportion of people who feel they can influence decisions in their local area | 32 |
| An increase in the percentage of residents who find it easy to access local services | 21 |
| A reduction in the District’s carbon footprint | 14 |
| A reduction in the Council’s carbon footprint | 8 |
| Base: | (507) |

4.1.2 Issues identified by residents

Furthermore, respondents were asked to put in writing any two issues they felt should be included in the given list of preferred outcomes. 199 comments were supplied and these are listed in Appendix 1 and are summarised in the table below. 14% of feedback was concerned with public transport; 13% regarding economic vitality and 12% commented on parking.

16% of those surveyed cited other issues and these included: pollution; roadworks to be co-ordinated with utilities; benefits policing; clear agreement between planning office and planning committee members; restrict Maybird development; improve Bell Court; address issues of wheelchair users’ access to local shops.

Table 2: Issues residents feel should be included in the list of outcomes in the Corporate Strategy

| 3 or more mentions | No. | % |
|---|------------|----------|
| Increase/improve/maintain public transport at affordable rates, including opening a bus station | 28 | 14 |
| Encourage economic vitality/foster local independent business enterprise/support for small businesses/reduce business rates | 25 | 13 |
| Reduced/free parking/increase parking time on streets/improve residents' parking | 23 | 12 |
| Traffic congestion/speed control/reduction | 21 | 11 |
| Improve infrastructure/bypass Stratford/improve road/rail links/proper road repairing | 19 | 10 |
| Increase police visibility & response to crime/attempt to make area crime free/more police in rural areas/safer town/less crime/drug use | 17 | 9 |
| Increased attention to town centre/keep local services in town | 16 | 8 |
| Support for young people with housing, jobs, sport, etc. | 16 | 8 |
| Get value for money /reduction in waste at Council/operate on a business footing/staff reductions with increased productivity/spend less, save money/make decisions on building with some urgency | 15 | 8 |
| More affordable housing | 15 | 8 |
| More support for rural villages and towns | 14 | 7 |
| Consult local people/parish councils on planning permission/talk to local people/increase communication links in rural areas | 11 | 6 |
| Renovation of housing rather than build new/identify all empty property/compulsory purchase/use empty properties | 11 | 6 |
| Limit future housing development | 9 | 5 |
| Maintain historic & green areas of District/protection of Stratford as world heritage centre/foster tourist trade | 9 | 5 |
| Improve environment/clear pathways/gravel them/dog wardens on street by school/more attention to pavements/gardens/more litter bins/reduce litter | 8 | 4 |
| Improve access to local services/health services/maintain services for residents/ | 7 | 4 |
| Increase choice of schools including pre-school provision | 6 | 3 |
| Housing for elderly/aid for elderly/supported housing for those who would have to go into a nursing home otherwise/increase sheltered/warden controlled housing | 5 | 3 |
| Increase number of vulnerable people supported & increase their housing provision | 5 | 3 |
| Jobs for residents/local employment/Council could offer work experience for unemployed/ | 5 | 3 |
| More local housing | 5 | 3 |
| Green energy concern/concern re: wind turbines/electricity generation through rubbish incineration/climate change | 4 | 2 |
| Implement localism | 4 | 2 |
| Deliver more services electronically/digital inclusion strategy | 3 | 2 |
| Increase/maintain cycle routes | 3 | 2 |
| Pedestrianisation | 3 | 2 |
| Protection of green belt/no travellers on green belt land/gipsy sites not allowed to develop illegally | 3 | 2 |
| Reduce anti-social behaviour | 3 | 2 |
| Restrict licence hours for nightclubs/more non-drinking areas/no licensed premises open after 11.30 pm | 3 | 2 |
| Other | 32 | 16 |
| BASE: | (199) | |

4.2 Streetscene

4.2.1 Level of agreement with various statements about Streetscene

The survey questioned how much residents agreed or disagreed with various statements about the streetscene in their area.

The statement residents were in most agreement with that of 84% agreement, was: "Litter bin emptying is done regularly". Exactly four fifths (80%) agreed with the statement: "Litter collection is done regularly".

The statement respondents least agreed with a 21% disagreement level, was "the number of litter bins provided is appropriate".

Further analysis of results show that:-

- Almost a fifth (18%) of males, versus 8% of females, disagreed with the statement: "the pavements are kept clean".
- Four fifths (80%) of residents aged 75 and over, compared to less than half (48%) of those aged 40 to 49, agreed with the statement: "fly tips are removed quickly".
- Over two thirds (68%) of those living in the two localities of Southam and Henley/Studley, as opposed to 57% of those living in the two localities of Stratford and Wellesbourne/Kineton, were in agreement with the statement: "fly tips are removed quickly".

Chart 1:

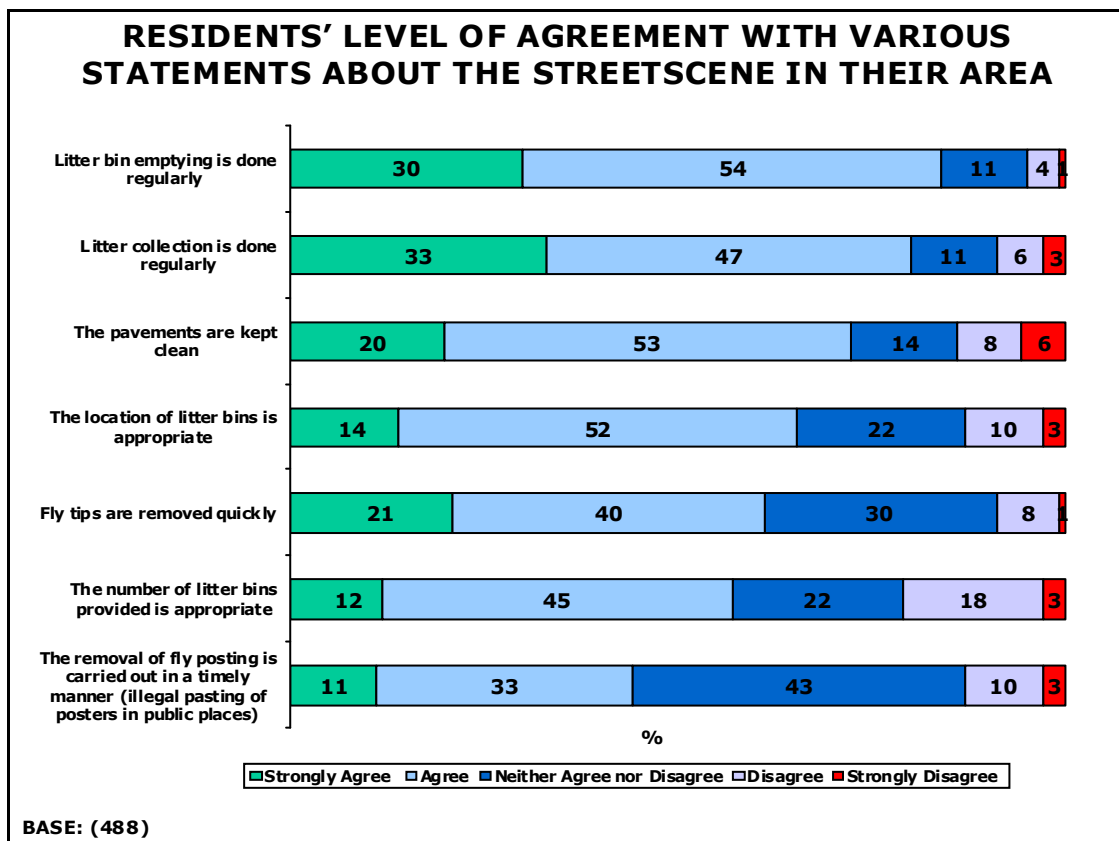


Table 3: Net difference in level of agreement compared to disagreement

| | +/- % |
|--|--------------|
| Litter bin emptying is done regularly | +79 |
| Litter collection is done regularly | +71 |
| The pavements are kept clean | +59 |
| The location of litter bins is appropriate | +53 |
| Fly tips are removed quickly | +52 |
| The number of litter bins provided is appropriate | +36 |
| The removal of fly posting is carried out in a timely manner | +31 |
| BASE: | (488) |

4.3 Budget Consultation

4.3.1 Usage of SDC services

Barring environmental health and benefits enquiries, residents on the Citizens' Panel have used SDC services more in the last 12 months. 86% of respondents have used SDC car parks in 2011, a rise of 4 percentage points on 2009.

The largest increase (up 8 points) comes in the parks, playing fields and open spaces category where seven out of ten residents have visited one in the last 12 months.

Six out of ten residents have used our public conveniences. There has been a rise in Panel members using our leisure facilities in the last two years, 40% versus 35%.

More in depth analysis reveals that:-

- The younger the resident, the more likely they are to have used parks, playing fields and open spaces: nine in ten residents aged 39 and under, versus exactly one half of those aged 75 and over, used them in the last 12 months.
- Similarly, for community leisure/leisure centres/sports facilities, the younger the respondent the more likely they will have made use of the services: 63% of those aged up to 39, in contrast to 21% of those aged 75 and over.
- Over a fifth (22%) of those aged 50 to 64, compared to 9% of those aged up to 39 and 9% of those aged 75 and over, have used the development control and planning service in the last 12 months.
- 21% of those aged 75 and over, as opposed to 2% of those aged up to 39, had made use of environmental health in the last year.
- (94%) of Alcester/Bidford residents, versus exactly three quarters (75%) of Stratford residents, have used car parks in the last 12 months.
- Almost four fifths (79%) of those living in Stratford, compared to 58% of Wellesbourne/Kineton residents, used parks, playing fields and open spaces in the last year.
- 70% of Alcester/Bidford residents, as opposed to less than half (47%) of those living in the Wellesbourne/Kineton locality, have used public conveniences in the last 12 months.

Chart 2:

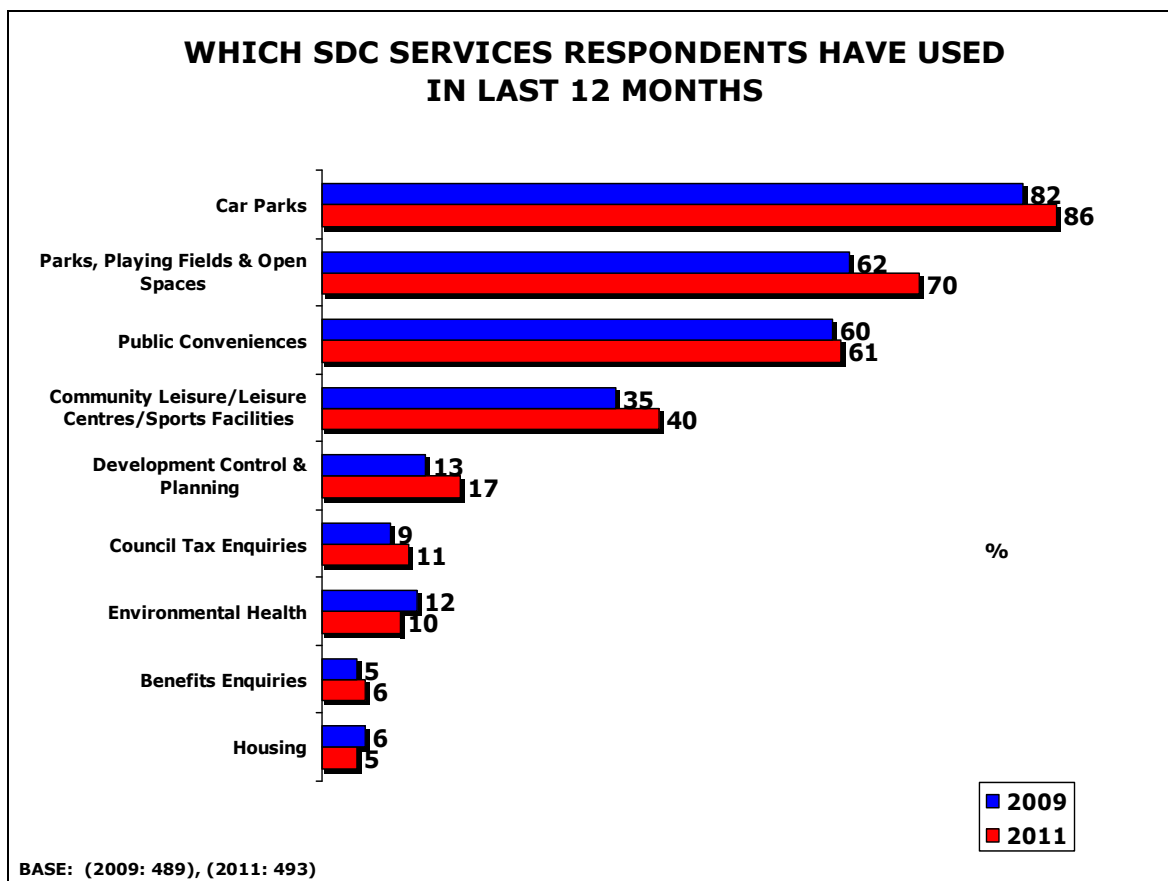


Table 4: Which SDC services respondents have used in the last 12 months

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|-------------------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Car Parks | 94 | 89 | 92 | 89 | 75 | 85 |
| Parks, Playing Fields & Open Spaces | 67 | 73 | 66 | 70 | 79 | 58 |
| Public Conveniences | 70 | 58 | 54 | 65 | 68 | 47 |
| Community Leisure / Leisure Centres | 43 | 42 | 41 | 44 | 37 | 38 |
| Development Control & Planning | 21 | 16 | 18 | 11 | 17 | 15 |
| Council Tax Enquiries | 14 | 5 | 10 | 18 | 10 | 12 |
| Environmental Health | 8 | 13 | 11 | 10 | 10 | 10 |
| Benefits Enquiries | 3 | 5 | 9 | 5 | 7 | 7 |
| Housing | 3 | 7 | 3 | 14 | 4 | 5 |
| Base: (All Respondents) | (87) | (62) | (71) | (63) | (140) | (60) |

4.3.2 Council Budget

A revised question in statement form was asked about how important it was for SDC to improve current levels of priority services even if it meant the removal of some other services. 48% agreed with the statement, 24% responded neither way, and 28% disagreed.

Further analysis of feedback reveals that:-

- Exactly half of males, compared to 46% of females, were in agreement with the statement: "It is important for the District Council to IMPROVE current levels of priority services, even if this means removal of some other services".
- Over half (51%) of Wellesbourne/Kineton residents, versus 45% of those living in Stratford, agreed with the statement.

Chart 3:

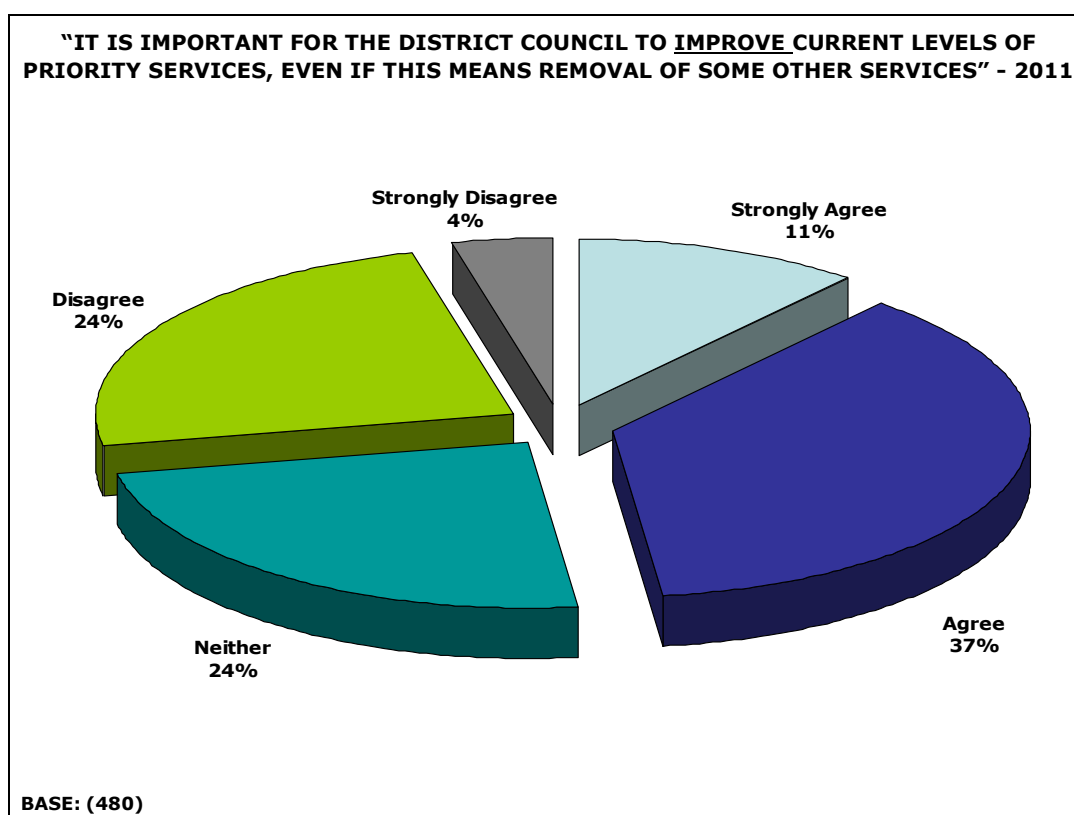


Table 5: Level of agreement with statement: "It is important for the District Council to improve current levels of priority services, even if this means removal of some other services"

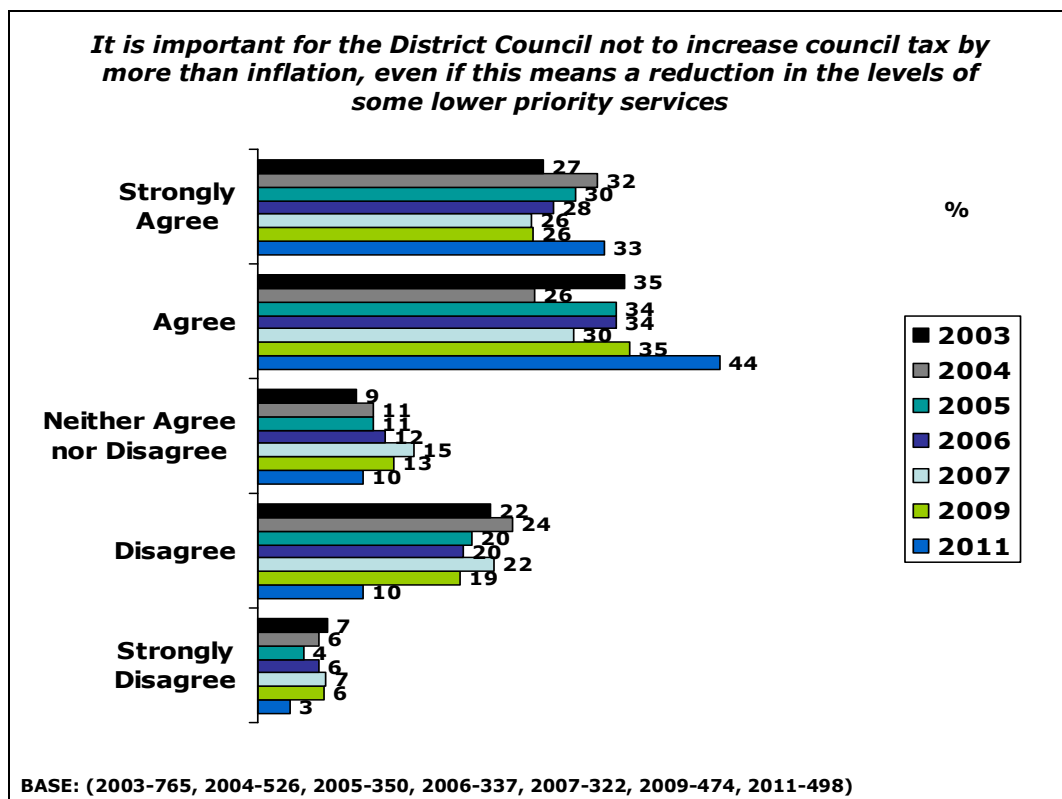
| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|----------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Strongly Agree | 11 | 17 | 12 | 12 | 9 | 5 |
| Agree | 39 | 29 | 38 | 37 | 36 | 46 |
| Neither Agree nor Disagree | 23 | 24 | 27 | 25 | 24 | 21 |
| Disagree | 24 | 26 | 24 | 17 | 27 | 23 |
| Strongly Disagree | 4 | 3 | 0 | 9 | 4 | 5 |
| Base: (All Respondents) | (83) | (58) | (68) | (65) | (135) | (61) |

The statement question "it is important for the District Council not to increase council tax by more than inflation, even if this means a reduction in the levels of some lower priority services" has been asked since 2003. Interestingly, the agreement figure to this statement is at its highest at 77%. Since the last survey in 2009, the disagreement level has fallen from 25% to 13%.

Further analysis of responses demonstrates that:

- Nine in ten Shipston residents (87%), versus 73% of those living in Stratford, were in agreement with the statement.

Chart 4:



By adding the degrees of agreement and disagreement together, here are the results for the same question but in tabular form.

Table 6: "It is important for the District Council not to increase council tax by more than inflation, even if this means a reduction in the levels of some lower priority services"

| | 2011 | 2009 | 2007 | 2006 | 2005 | 2004 | 2003 |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Strongly Agree / Agree | 77 | 61 | 56 | 62 | 64 | 58 | 62 |
| Neither Agree nor Disagree | 10 | 13 | 15 | 12 | 11 | 11 | 9 |
| Disagree / Strongly Disagree | 13 | 25 | 29 | 26 | 24 | 30 | 29 |
| BASE | (498) | (474) | (322) | (337) | (350) | (526) | (765) |

Table 7: Level of agreement with statement: "It is important for the District Council not to increase Council Tax by more than inflation, even if this means a reduction in the levels of some lower priority services"

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kington |
|----------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Strongly Agree | 33 | 38 | 40 | 34 | 30 | 30 |
| Agree | 44 | 45 | 47 | 42 | 43 | 46 |
| Neither Agree nor Disagree | 9 | 8 | 6 | 12 | 12 | 7 |
| Disagree | 10 | 8 | 6 | 9 | 11 | 15 |
| Strongly Disagree | 3 | 0 | 3 | 3 | 4 | 3 |
| Base: (All Respondents) | (88) | (60) | (73) | (65) | (143) | (61) |

Residents were given a description of the service alongside the cost as a share of the Band D council tax rate. They were given the current figure alongside that of 2009 to show whether it has increased or decreased in that time. They were asked if the provision of that service should be increased, kept at the same level, or decreased. Housing, public conveniences, and CCTV/crime reduction were the three services with the largest difference between those wanting an increase over a decrease.

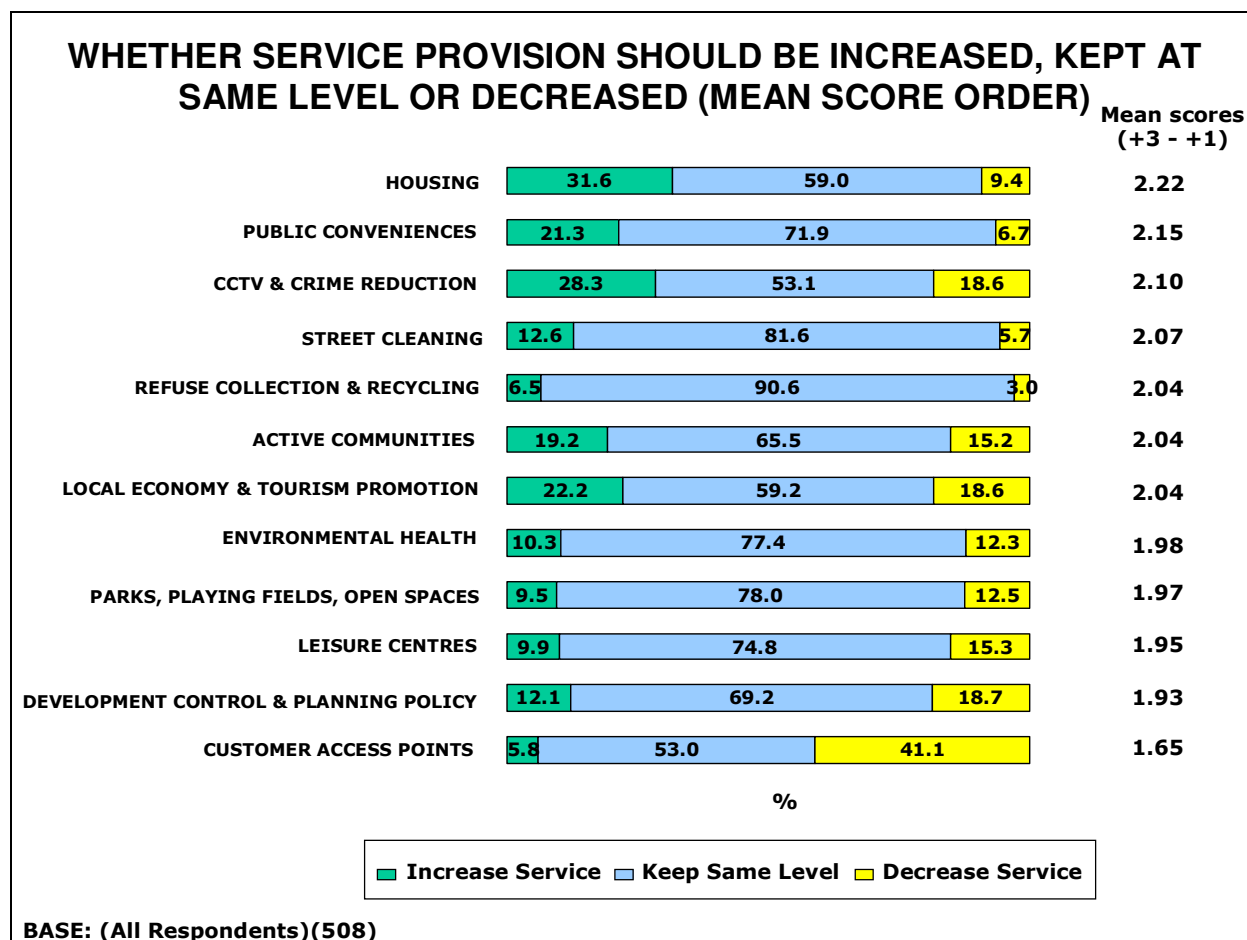
More in depth analysis of results shows that:-

- Regarding *housing*, four in ten females (38%), as opposed to 27% of males, were in favour of increasing the service.
- Six in ten females (58%), compared to less than half of male respondents (49%), stated keep *CCTV and crime reduction* at the same level. Over a fifth of males (22%) wanted to reduce the service, versus 15% of females.
- Over a quarter of males (26%), as opposed to 18% of females wanted to increase the *local economy and tourism promotion service*.
- So far as the *environmental health service* was concerned, over four fifths (82%) of females, versus three quarters of males (75%) indicated keeping it at the same level of service. 15% of males, however, as opposed to 9% of females, felt the service should be reduced.
- Over three quarters of females (77%), compared to 63% of males, wanted to keep *development control and planning policy* at the same level of service. However, almost a quarter (23%) of males, versus 14% of females, were in favour of reducing the service.
- Seven in ten (69%) of residents aged 75 and over, compared to 37% of those aged up to 39 wanted to keep *housing* at the same level of service. Nearly half those aged 39 and under (47%), versus a quarter (25%) of those aged 75 and over, wanted to increase the service provided by housing.
- Over four fifths (83%) of those aged 40 to 49, in contrast to 66% of those aged 65 to 74, favoured keeping *public conveniences* at the same level of service.
- Over a third (35%) of those aged 75 and over, as opposed to 11% of those aged up to 39, wanted to increase the *CCTV and crime reduction service*.
- Almost a third (32%) of those aged 75 and over, versus 13% of those aged 40 to 49, thought the *public convenience service* should be increased.
- 60% of those aged 65 to 74, versus 41% of those aged 40 to 49, thought *customer*

access points should be kept at the same level of service.

- 17% of Alcester/Bidford residents, compared to 2% of those living in Southam, were in favour of increasing the service provided by *leisure centres*.
- Over two thirds (68%) of those living in the Henley/Studley area, versus exactly half (50%) of those living in Shipston, felt the *local economy and promotion service* should be kept at the same level. However, 31% of Shipston residents, compared to 8% of Southam residents, believed the service should be increased. Exactly a quarter (25%) of Southam residents, as opposed to 6% of Henley/Studley residents, were of the opinion the service should be reduced.

Chart 5:



Analysing the mean scores over time suggests a shift in attitudes amongst residents. The mean score for housing has risen from 1.94 in 2005 to 2.22 in 2011. They are also increasingly seeing the importance of the local economy and tourism promotion which has seen its mean score rise with every survey from 1.57 to 2.04. The score for public conveniences has remained the same since 2004.

Services around streetscene have always been above the average figure of 2.0 meaning residents would rather see an increase than a decrease in service provision. Environmental health, leisure centres, along with parks and playing fields has hovered around the average over the past two surveys. The score for development control and planning has never been above the average score of 2.0.

Table 8: ** = Crime Reduction added to the description in 2011.

| | Mean Scores Over Time | | | | | |
|---|------------------------------|-------------|-------------|-------------|-------------|-------------|
| | 2011 | 2009 | 2007 | 2006 | 2005 | 2004 |
| Housing - This service fulfils the Council's strategic housing responsibility by working with housing associations to enable affordable accommodation within the District. This service also provides the homelessness function. 2009 - £13.15, 2011 - £10.56 | 2.22 | 2.09 | 2.02 | 1.99 | 1.94 | 2.10 |
| Public Conveniences - This service concerns the provision of public conveniences throughout the District. 2009 - £3.05, 2011 - £3.07 | 2.15 | 2.18 | 2.12 | 2.12 | 2.05 | 2.16 |
| **CCTV & Crime Reduction - This relates to the provision of CCTV in the towns & larger villages within the District. This service is provided in order to reduce crime within the District. 2009 - £3.43, 2011 - £3.89 | 2.10 | 1.88 | 1.91 | 2.17 | 2.22 | 2.17 |
| Street Cleaning - This service relates to the cleaning of the streets throughout the whole of the District Area. 2009 - £9.20, 2011 - £9.70 | 2.07 | 2.12 | 2.12 | 2.14 | 2.11 | 2.12 |
| Local Economy & Tourism Promotion - This service relates to the promotion of tourism & the economy throughout Stratford District. 2009 - £1.82, 2011 - £1.48 | 2.04 | 1.85 | 1.73 | 1.72 | 1.67 | 1.57 |
| Refuse Collection and Recycling - This service involves the weekly collection of domestic rubbish & fortnightly collection of recycling. 2009 - £22.46, 2011 - £25.99 | 2.04 | 2.07 | 2.17 | 2.13 | 2.06 | 2.09 |
| Active Communities - Play schemes, school sports tournaments, physical activity opportunities for older people. 2009 - £5.06, 2011 - £1.71 | 2.04 | - | - | - | - | - |
| Environmental Health - A statutory function with responsibilities for the enforcement of & a range of provisions concerned with the protection of public health & well-being, including food safety, pest control & health and safety. 2009 - £10.91, 2011 - £9.24 | 1.98 | 2.01 | 2.02 | 2.08 | 2.09 | 2.10 |
| Parks, Playing Fields & Open Spaces - This involves the management of parks, playing fields, & open spaces owned by the District Council, verge trimming & tree surgery. 2009 - £5.35, 2011 - £7.34 | 1.97 | 1.99 | 1.93 | 2.08 | 2.08 | 2.03 |
| Leisure Centres - The provision & running of four Council leisure centres across the District, play areas & the Skate Park. 2009 - £4.25, 2011 - £5.28 | 1.95 | 2.03 | 1.86 | 1.87 | 1.82 | 1.80 |
| Development Control & Planning Policy - This service is responsible for the development of planning strategies & determining planning applications. It is also responsible for planning enforcement, conservation, & policy implementation. 2009 - £18.97, 2011 - £22.11 | 1.93 | 1.87 | 1.78 | 1.83 | 1.77 | 1.86 |
| Customer Access Points - Customers wishing to contact SDC can connect to a Customer Services Advisor through Customer Access Points where the advisor is able to see each other through a video conferencing system. 2009 - N/A, 2011 - £0.54 | 1.65 | - | - | - | - | - |
| Base | 506 | 500 | 329 | 351 | 378 | 550 |

4.3.3 Value for Money

Panel members were told that current council tax element for a Band D property was £129.34. They were asked if this represented good value for money or not.

Since 2004 this question has been asked. It is interesting to note that the value for money figure stands at the highest figure for all six surveys undertaken at 81%, a 5 percentage point increase on 2009 and 15% higher than 2007.

Further analysis shows that:-

- Over four fifths (85%) of those living in the localities of Wellesbourne/Kineton and Shipston, versus 78% of those living in the Henley/Studley locality, believed SDC offers good or very good value for money.

Chart 6:

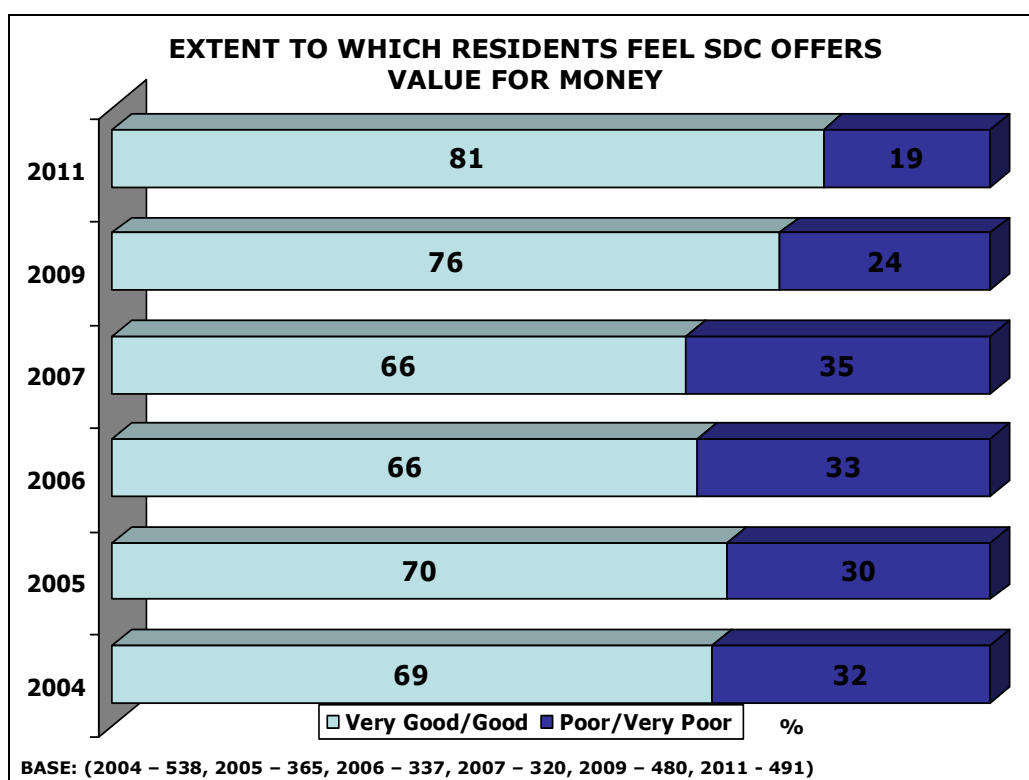


Table 9: Extent to which residents feel SDC offers value for money

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|-------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| Very good value | 5 | 5 | 4 | 5 | 7 | 5 |
| Good value | 78 | 73 | 81 | 74 | 73 | 80 |
| Poor value | 18 | 20 | 14 | 18 | 16 | 15 |
| Very poor value | 0 | 2 | 1 | 3 | 4 | 0 |
| Base: (All Respondents) | (85) | (60) | (72) | (66) | (139) | (60) |

4.3.4 Statement questions on SDC services

SDC services are delivered when people want them

Asked whether they felt SDC services were delivered when people wanted them, 36% agreed and 9% disagreed. Although the agreement figure fell by 7 percentage points, the disagreement level fell from 20% to 9%. Both reductions were caused by more residents ticking the neither box – 38% to 55%.

More in depth analysis of responses demonstrates that:-

- 16% of those living in the Wellesbourne/Kineton locality, versus 4% of those living in Shipston, disagreed with the statement.

Chart 7:

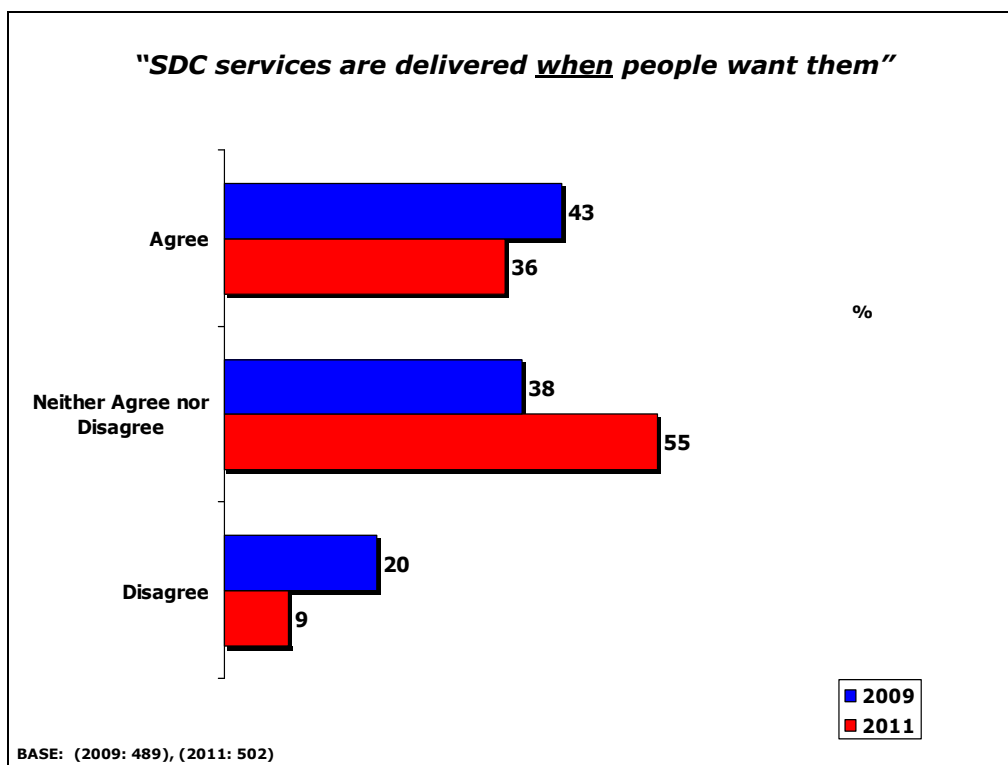


Table 10: Level of agreement with statement: "SDC services are delivered when people want them"

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|----------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Agree | 39 | 36 | 41 | 34 | 34 | 29 |
| Neither Agree nor Disagree | 54 | 56 | 55 | 54 | 56 | 56 |
| Disagree | 7 | 9 | 4 | 12 | 11 | 16 |
| Base: (All Respondents) | (87) | (59) | (73) | (67) | (143) | (63) |

SDC services are delivered the way people want them

Asked whether they felt SDC services were delivered the way people wanted them, 34% agreed and 13% disagreed. Although the agree figure fell by 3 percentage points, the disagree level fell from 22% to 13%. Both reductions were caused by more residents ticking the neither box up from 44% in 2009 to 56% in 2011.

Further analysis of results shows that:-

- The younger the respondent, the more likely they are to disagree with the statement. A quarter (25%) of those aged up to 39, compared to 6% of those aged 75 and over, disagreed with it.
- Almost a fifth (18%) of those living in Stratford, versus 6% of Shipston residents, were in disagreement with the statement.

Chart 8:

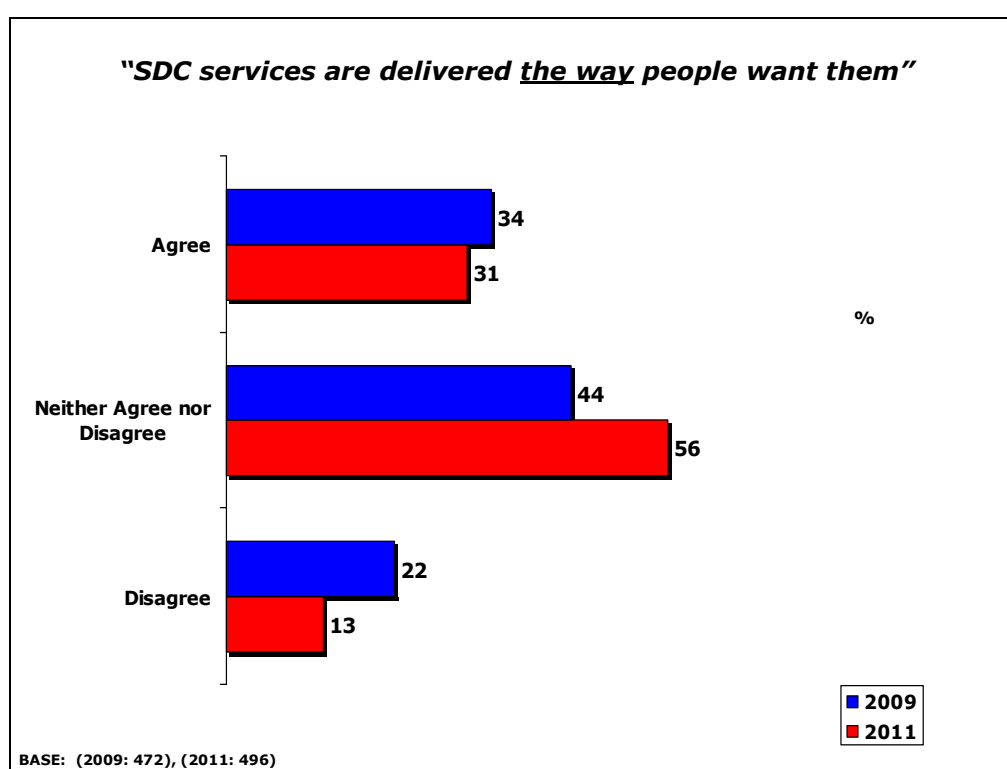


Table 11: Level of agreement with statement: "SDC services are delivered the way people want them"

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|----------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Agree | 36 | 32 | 33 | 29 | 28 | 29 |
| Neither Agree nor Disagree | 51 | 55 | 62 | 62 | 55 | 56 |
| Disagree | 13 | 13 | 6 | 9 | 18 | 16 |
| Base: (All Respondents) | (84) | (60) | (73) | (65) | (141) | (63) |

SDC services are delivered where people want them

Asked whether they felt SDC services were delivered where people wanted them, 33% agreed and 13% disagreed. Although the agree figure fell by 4 percentage points, the disagree level fell from 22% to 13%. Both reductions were caused by more residents ticking the neither box up from 41% in 2009 to 54% in 2011.

Further analysis demonstrates that:-

- Almost three fifths of females (59%), compared to less than half of males (49%) neither agreed nor disagreed with the statement: "SDC services are delivered where people want them". However, four in ten males (37%) agreed with the statement, as opposed to 29% of females.
- Nearly half (49%) of those aged 75 and over, versus a quarter (25%) of those aged 50 to 64, were in agreement with this statement.
- Four in ten (41%) Southam residents, as opposed to 27% of those living in the Wellesbourne/Kineton locality, agreed with this statement.

Chart 9:

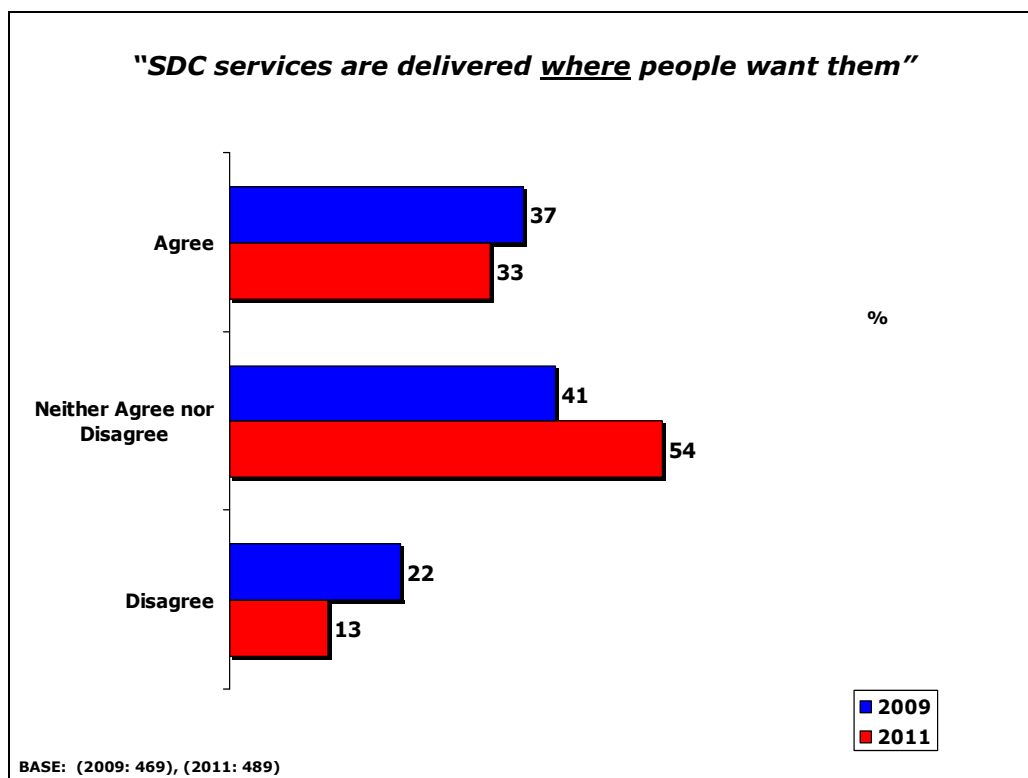


Table 12: Level of agreement with statement: "SDC services are delivered where people want them"

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|----------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Agree | 31 | 35 | 38 | 41 | 30 | 27 |
| Neither Agree nor Disagree | 58 | 53 | 51 | 44 | 57 | 56 |
| Disagree | 11 | 12 | 11 | 15 | 13 | 18 |
| Base: (All Respondents) | (84) | (58) | (72) | (66) | (136) | (63) |

Quality of council services is generally good overall

Just over six out of ten respondents (62%) felt the quality of Council services was good overall. This was 5 percentage points down on the 2009 figure. However the disagree figure also fell from 10% to 6%, with the neither column increasing its result from 17% to 32%. It is encouraging to note that only 6% disagree outright with the statement about the overall quality of services.

Further analysis of feedback shows that:-

- Exactly two thirds (67%) of Shipston residents, versus 57% of Stratford residents, agreed with the statement that the quality of the Council's services is generally good overall".

Chart 10:

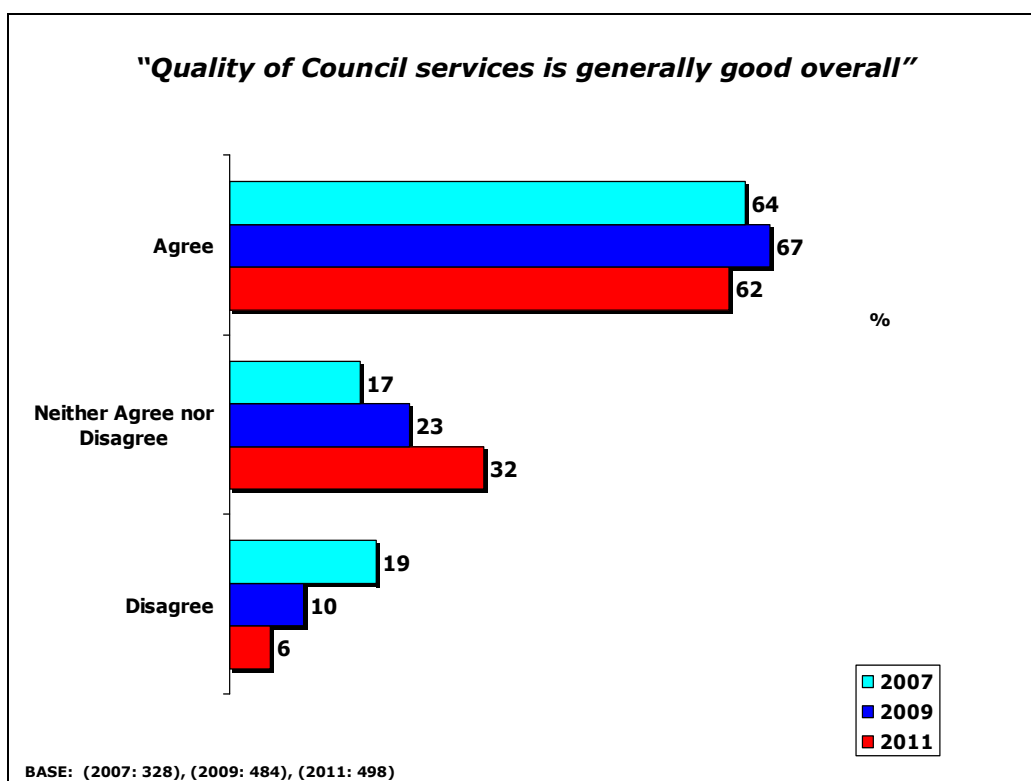


Table 13: Level of agreement with statement: "The quality of SDC services is generally good overall"

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|----------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Agree | 63 | 66 | 67 | 61 | 57 | 61 |
| Neither Agree nor Disagree | 33 | 29 | 29 | 33 | 36 | 31 |
| Disagree | 5 | 5 | 4 | 6 | 7 | 8 |
| Base: (All Respondents) | (88) | (59) | (72) | (67) | (140) | (62) |

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

Since 2007 residents are less likely to agree that SDC has enough money to meet all the demands on its services. This shows high awareness that they have about the cuts in public services.

Further research shows that:-

- Four in ten males (40%), compared to less than a quarter of females (23%), were in agreement with the statement: "SDC has enough money to meet all the demands on its services". However, exactly one fifth of females (20%), as opposed to 13% of males, disagreed with it.
- Nearly a quarter (24%) of Wellesbourne/Kineton residents, versus 13% of those living in Shipston, disagreed with the statement.

Chart 11:

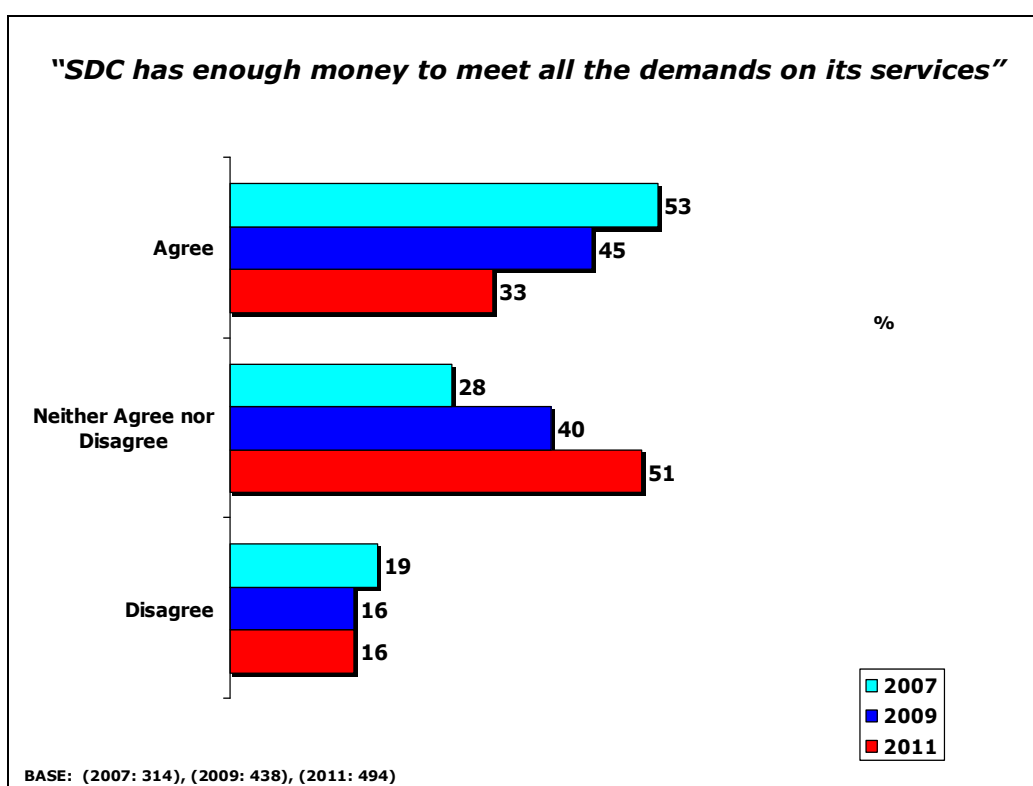


Table 14: Level of agreement with statement: "SDC has enough money to meet all the demands on its services"

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|----------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Agree | 39 | 34 | 40 | 37 | 25 | 25 |
| Neither Agree nor Disagree | 47 | 49 | 47 | 46 | 59 | 51 |
| Disagree | 14 | 16 | 13 | 17 | 16 | 24 |
| Base: (All Respondents) | (85) | (61) | (72) | (65) | (138) | (63) |

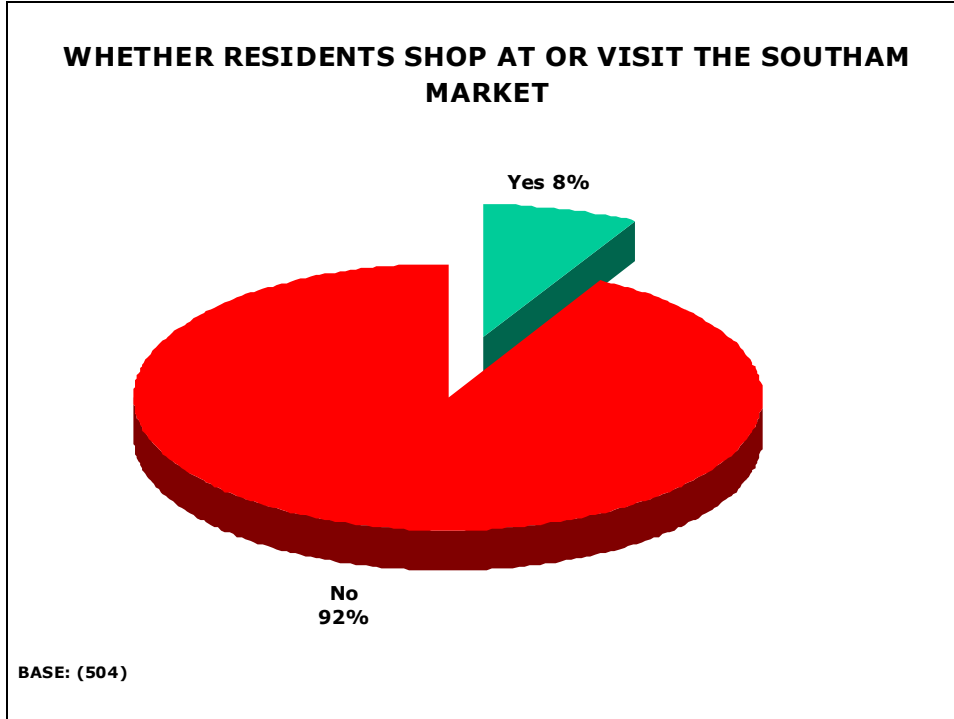
164 comments were received from residents when asked to comment on how they have answered the statements' questions and these are displayed by localities within Appendix 2.

4.4 Markets

4.4.1 Southam Market

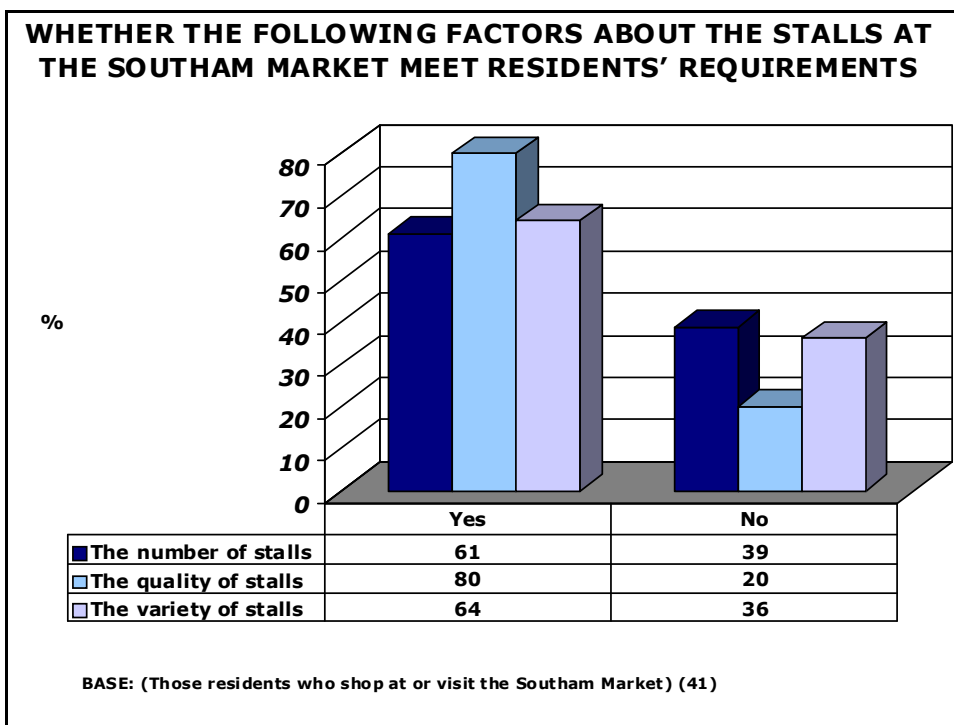
Nine out of ten residents (92%) confirmed they did not shop at or visit the Southam Market

Chart 12:



Four fifths (80%) of those surveyed who shopped at or visited the Southam Market, confirmed the quality of the stalls met their requirements. 64% said the variety of the stalls met their requirements and 61% stated likewise regarding the number of stalls.

Chart 13:



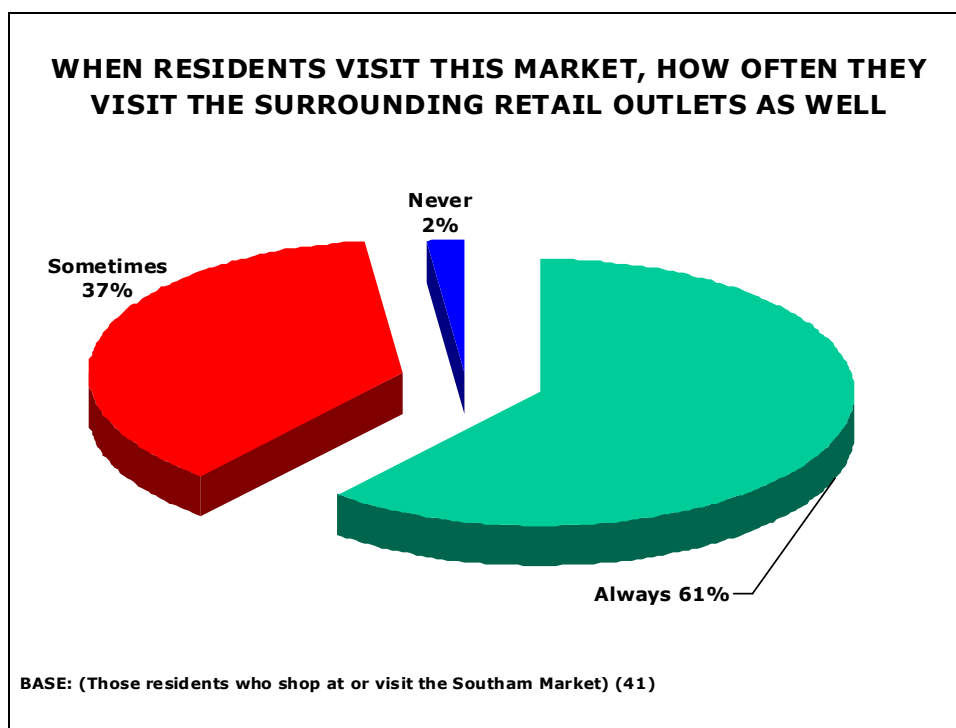
Residents who shopped at the Southam Market were asked how much they spent on average on a visit to this market. 38 comments were received as outlined in the following table. Four in ten (39%) stated they spent between £5.01 and £10.00, and just over a third (34%) spent between £10.01 to £20.00. One in ten (11%) spent £5.00 or less at the market.

Table 15: Average amount spent by residents on a visit to Southam market

| | No. | % |
|---|-------------|----|
| £5.00 or less | 4 | 11 |
| £5.01 to £10.00 | 15 | 39 |
| £10.01 to £20.00 | 13 | 34 |
| £20.01 to £30.00 | 2 | 5 |
| £30.01 to £40.00 | 0 | 0 |
| £40.01 to £50.00 | 1 | 3 |
| £50.01 or more | 3 | 8 |
| BASE: (Those shopping at Southam Market) | (38) | |

When respondents visited this market, they were questioned about how often in general they visited the surrounding outlets as well. Out of 40 responses, six in ten (61%) stated always; over a third (37%) said sometimes; and 2% replied never.

Chart 14:

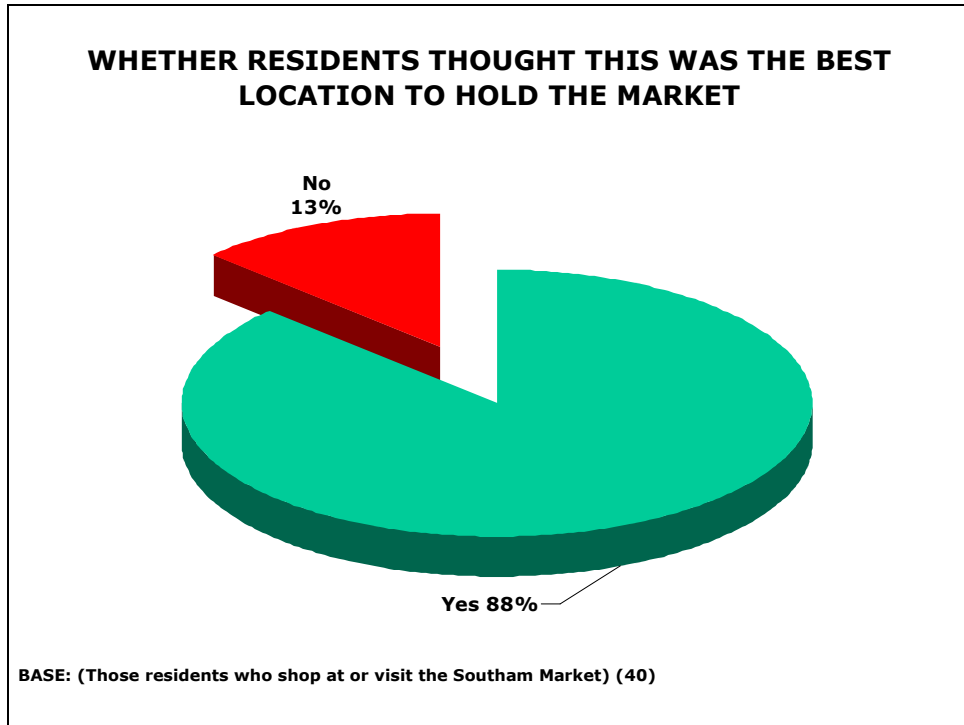


Asked whether this was the best location to hold the market, nine in ten residents (88%) said it was.

Further analysis demonstrates that:-

- Nearly all males (96%), compared to 78% of females, did think it was the best location to hold the market.

Chart 15:



5 comments regarding an alternative location were supplied by those residents who felt it was not the best location to hold the market and all of these were for Market Hill in Southam.

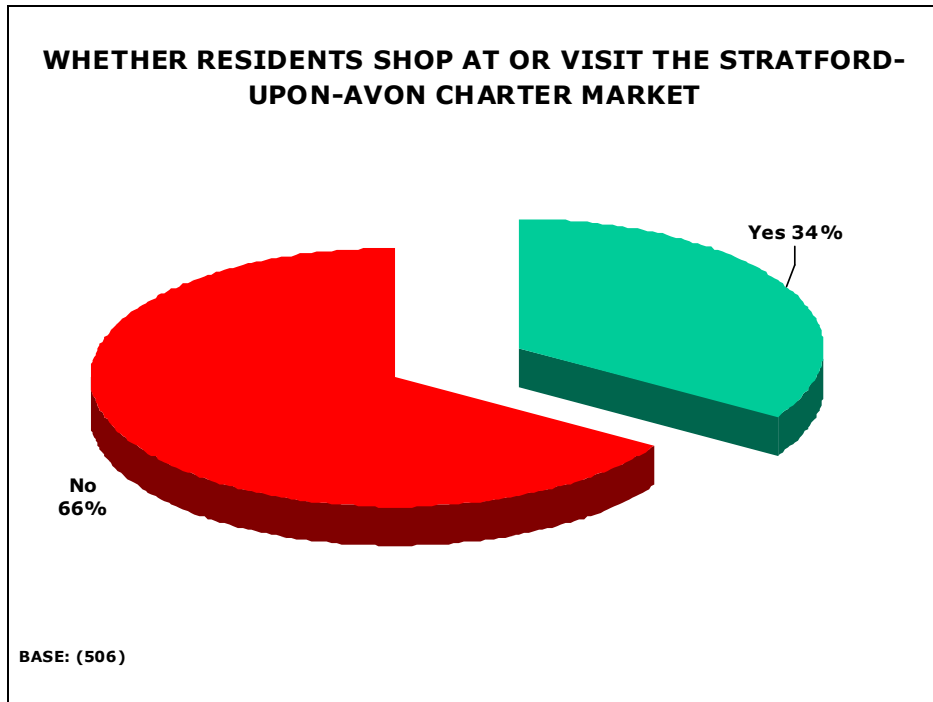
4.4.2 Stratford-upon-Avon Charter Market

Just over a third (34%) of respondents confirmed they shopped at or visited the Stratford-upon-Avon Charter Market on Fridays.

More in depth analysis reveals that:-

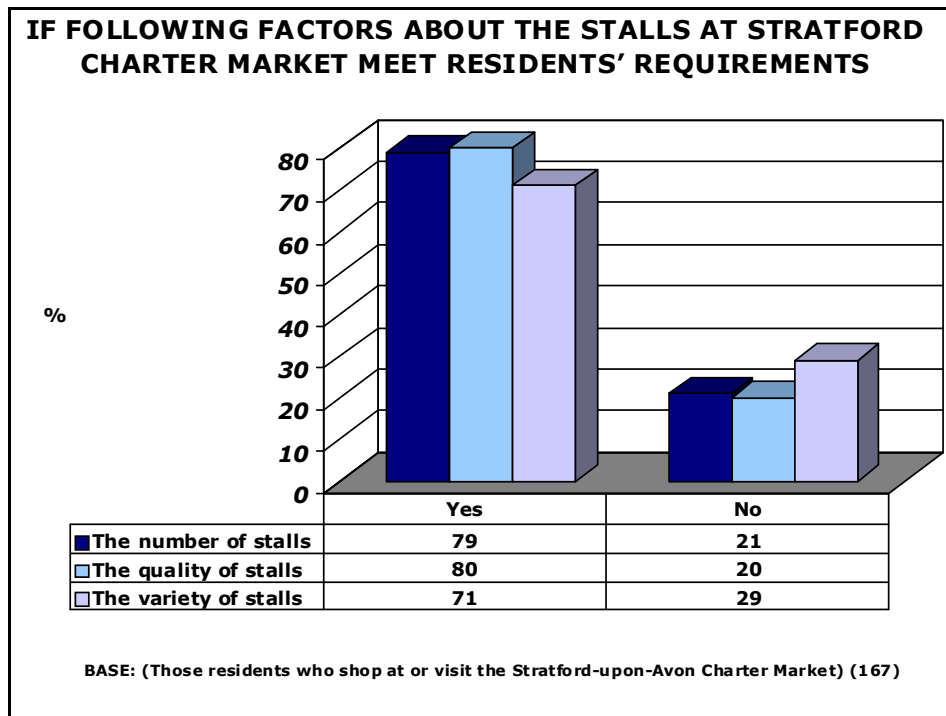
- Four in ten females (39%), as opposed to 29% of males, shopped at the market.

Chart 16:



Again four fifths (80%) of those surveyed who shopped at or visited the Stratford-upon-Avon Charter Market confirmed the quality of the stalls met their requirements. 81% said the variety of the stalls met their requirements and 80% stated likewise regarding the number of stalls.

Chart 17:



Residents were asked to quote how much they spent on a visit to the Stratford-upon-Avon Charter Market. Exactly a third (33%) stated they spent between £5.01 and £10.00. Three in ten (31%) spent between £10.01 and £20.00. Notably, almost a quarter (23%) spent £5.00 or less.

Table 16: Average amount spent by residents on a visit to Stratford-upon-Avon Charter Market

| | No. | % |
|--|-------|----|
| £5.00 or less | 34 | 23 |
| £5.01 to £10.00 | 49 | 33 |
| £10.01 to £20.00 | 46 | 31 |
| £20.01 to £30.00 | 17 | 11 |
| £30.01 to £40.00 | 6 | 4 |
| £40.01 to £50.00 | 2 | 1 |
| £50.01 or more | 0 | 0 |
| BASE: (Those shopping at Stratford Charter Market) | (148) | |

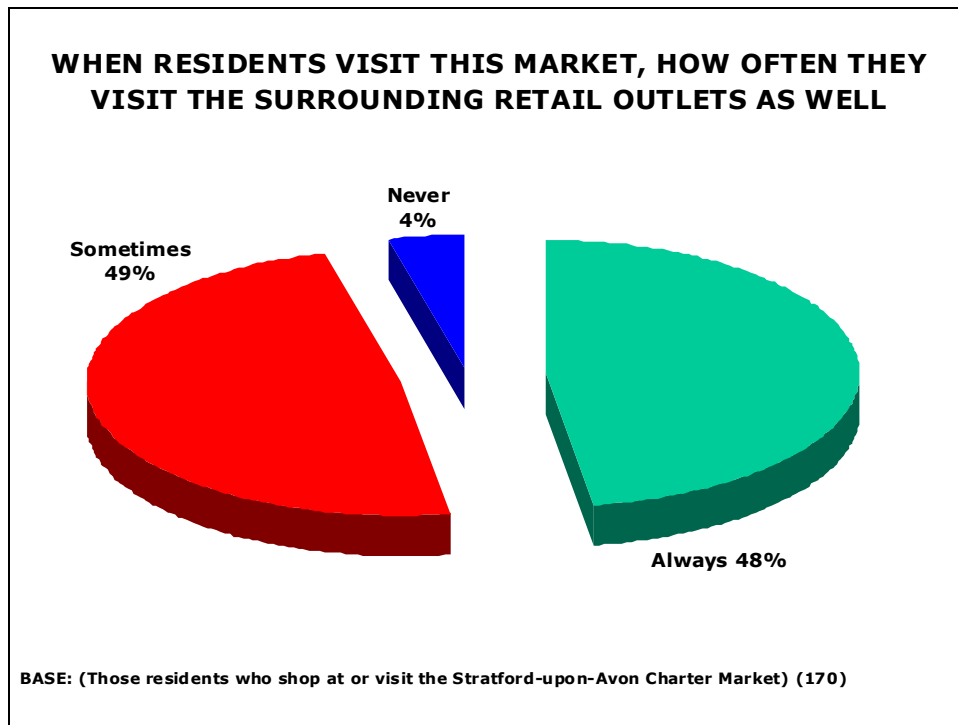
When respondents visited this market, they were questioned about how often in general they visited the surrounding outlets as well. Out of 170 responses, nearly half (49%) said sometimes, 48% stated always; and 4% replied never.

Further analysis shows that:-

- Over half of females (55%), compared to 42% of males, sometimes visited the surrounding retail outlets as well, when visiting this market.
- Nearly all (92%) of those aged 40 to 49, versus 36% of those aged up to 39, said they sometimes visited the surrounding retail outlets as well, when visiting this market.

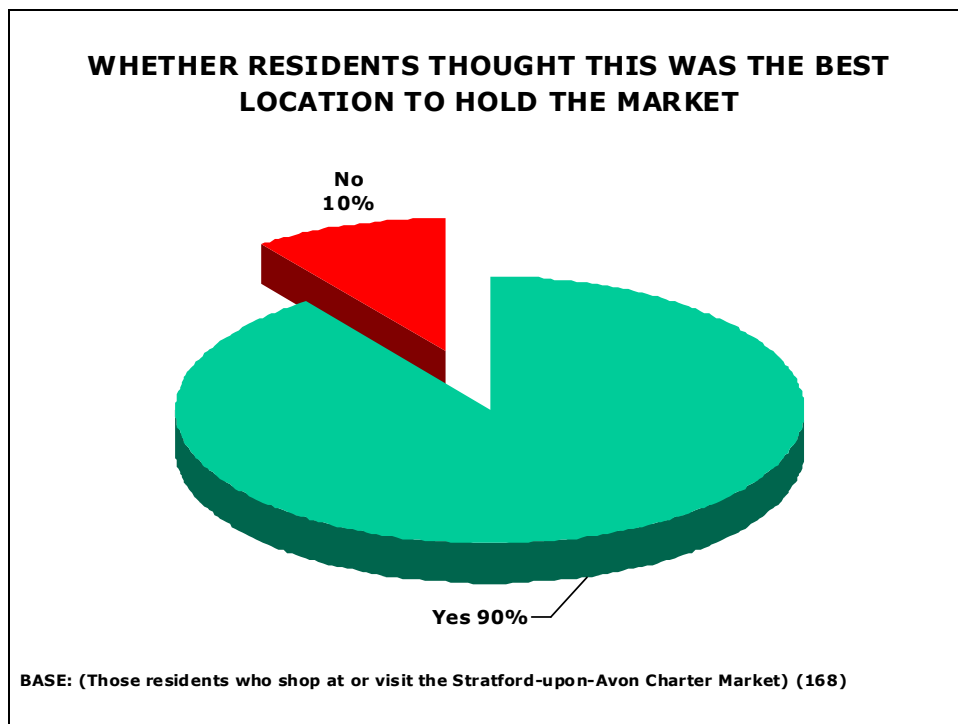
- Six in ten (60%) of those aged 65 to 74, as opposed to 8% of those aged 40 to 49, always visited the surrounding retail outlets as well.

Chart 18:



Asked whether this was the best location to hold the Stratford-upon-Avon Charter Market, nine in ten residents (90%) said it was.

Chart 19:



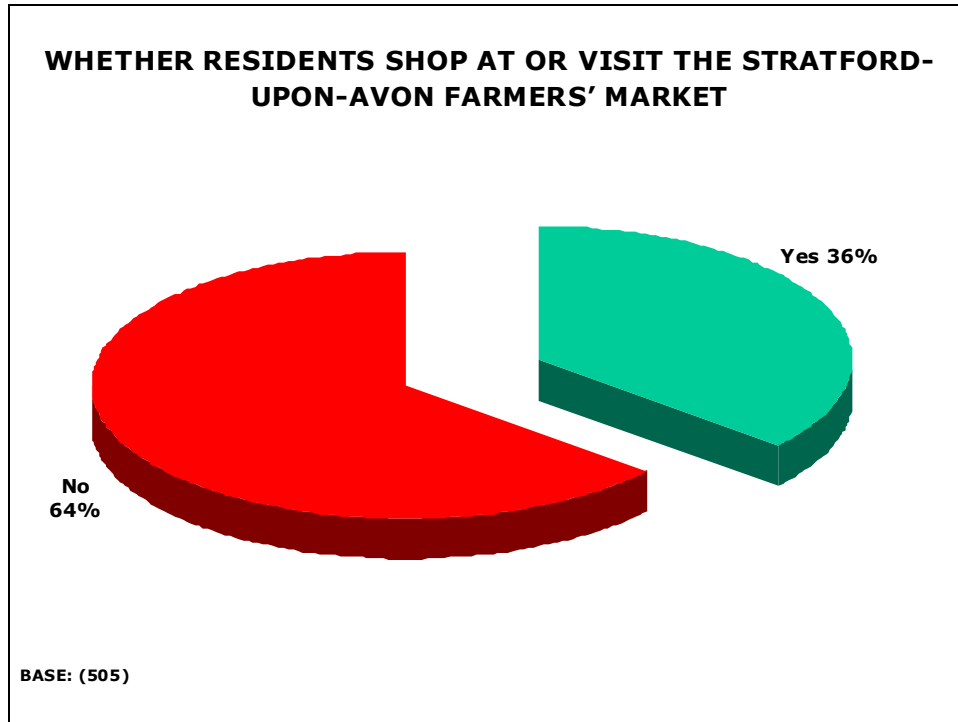
16 comments regarding an alternative location were supplied by those residents who felt it was not the best location to hold the market and these were. Waterside was the most popular alternative location, as suggested by 9 residents, followed equally by Bridge Street and Henley

Street (each put forward by 4 residents). A couple of respondents stated the area by the railway station (the old cattle market).

4.4.3 Stratford-upon-Avon Farmers' Market

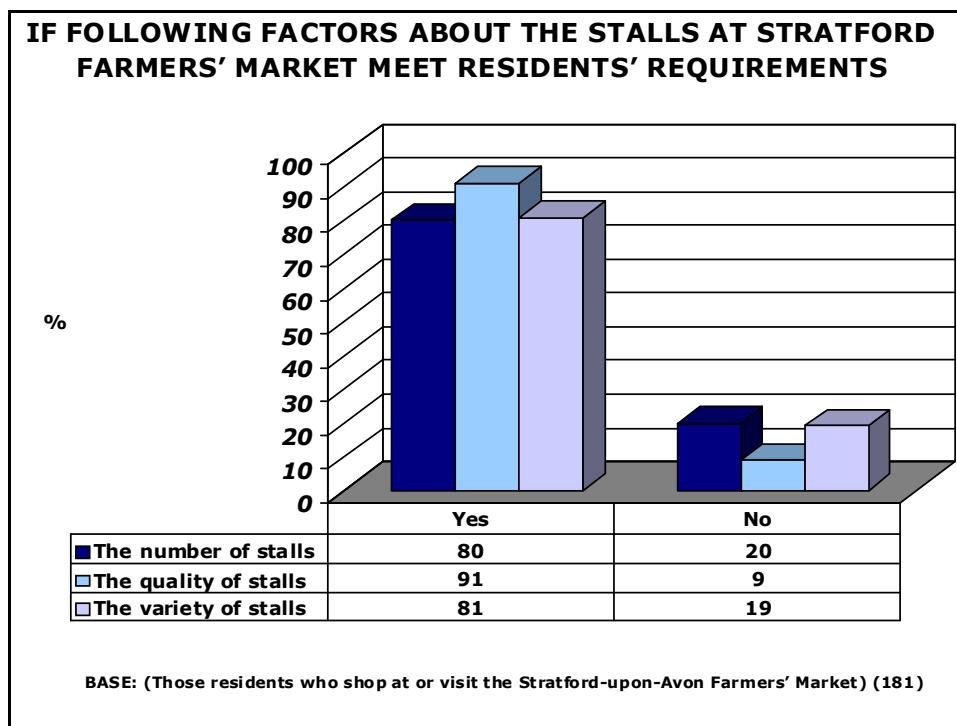
Just over a third (36%) of respondents confirmed they shopped at or visited the Stratford-upon-Avon Farmers' Market held every fortnight on Saturdays.

Chart 20:



Nine out of ten (91%) of those surveyed who shopped at or visited the Stratford-upon-Avon Farmers' Market confirmed the quality of the stalls met their requirements. 81% said the variety of the stalls met their requirements, 80% stated likewise regarding the number of stalls.

Chart 21:



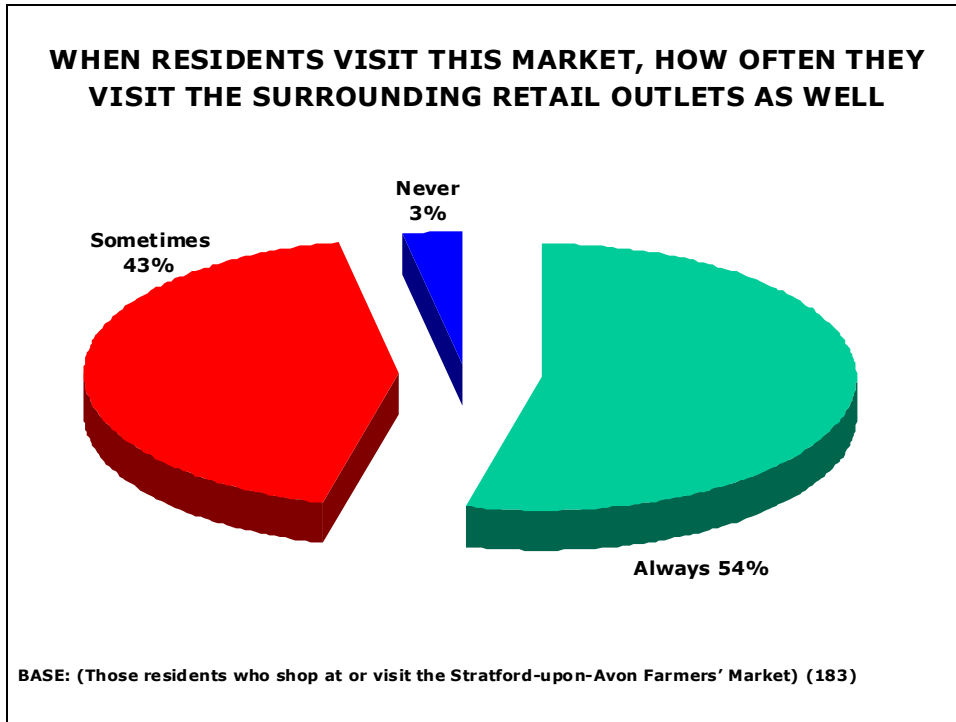
Respondents who shopped at the Stratford-upon-Avon Farmers' Market were asked how much they spent there. Four in ten (38%) stated between £5.01 and £10.00, exactly three in ten (30%) said £10.01 to £20.00, and 17% cited £5 or less.

Table 17: Average amount spent by residents on a visit to Stratford-upon-Avon Farmer's Market

| | No. | % |
|--|-------|----|
| £5.00 or less | 27 | 17 |
| £5.01 to £10.00 | 62 | 38 |
| £10.01 to £20.00 | 48 | 30 |
| £20.01 to £30.00 | 13 | 8 |
| £30.01 to £40.00 | 4 | 2 |
| £40.01 to £50.00 | 7 | 4 |
| £50.01 or more | 4 | 2 |
| BASE: (Those shopping at Stratford Farmers Market) | (162) | |

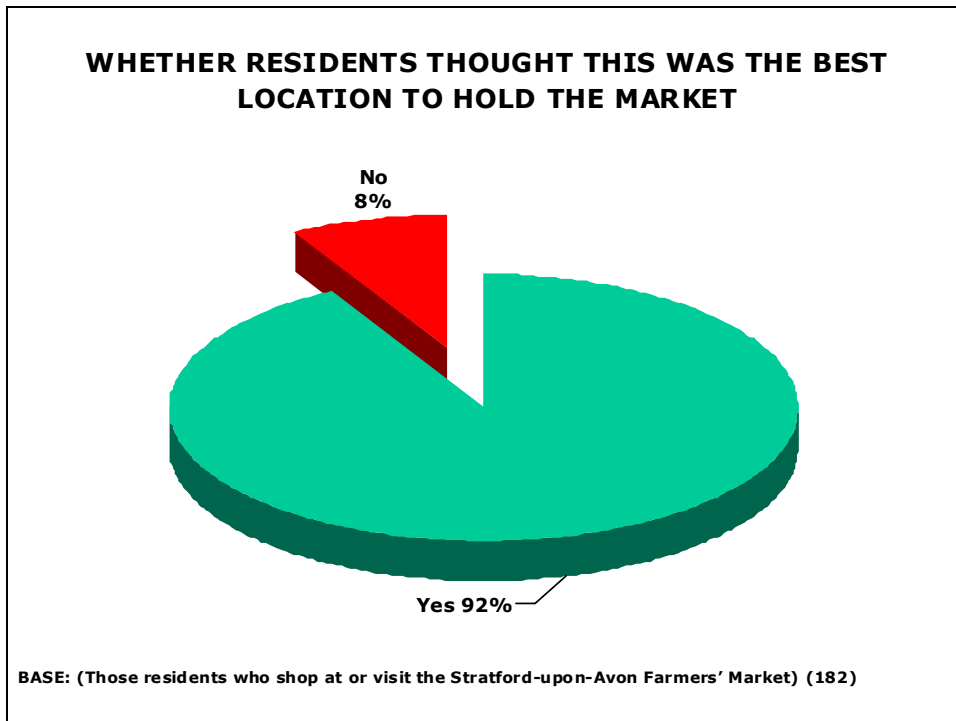
When respondents visited this market, they were questioned about how often in general they visited the surrounding outlets as well. Out of 183 responses, over half (53%) said always, 43% stated sometimes; and 3% replied never.

Chart 22:



Asked whether this was the best location to hold the Stratford-upon-Avon Farmers' Market, nine in ten residents (92%) said it was.

Chart 23:

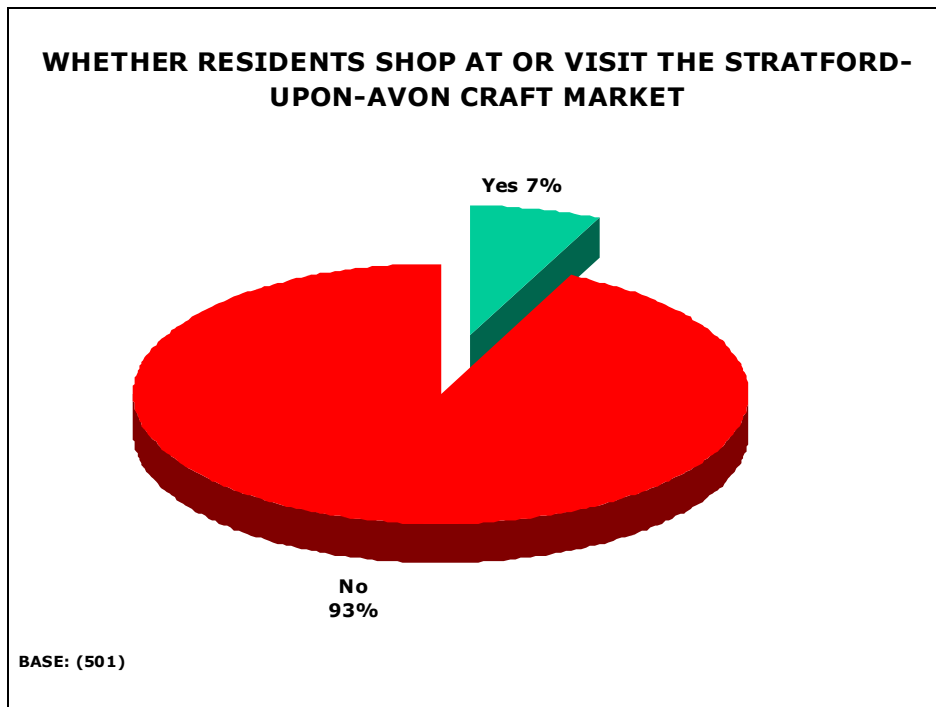


15 comments regarding an alternative location were supplied by those residents who felt it was not the best location to hold the market. The most popular suggestion, from 8 residents was Waterside, followed by Henley Street, put forward by 4 residents. 2 residents suggested Bridge Street.

4.4.4 Stratford-upon-Avon Craft Market

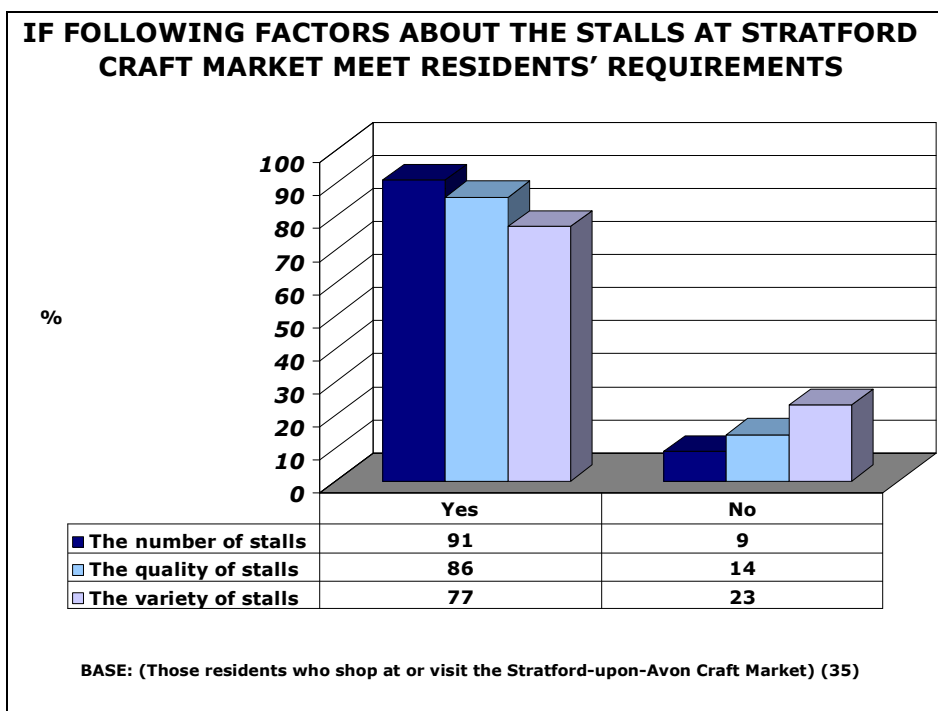
Significantly, 93% of those surveyed said they did not shop at or visit the Stratford-upon-Charter Craft Market held every fortnight on Saturdays.

Chart 24:



Nine out of ten residents (91%) who shopped at or visited the Stratford-upon-Avon Craft Market confirmed the number of stalls met their requirements. 86% said the quality of the stalls met their requirements and 77% stated the same regarding the variety of the stalls.

Chart 25:



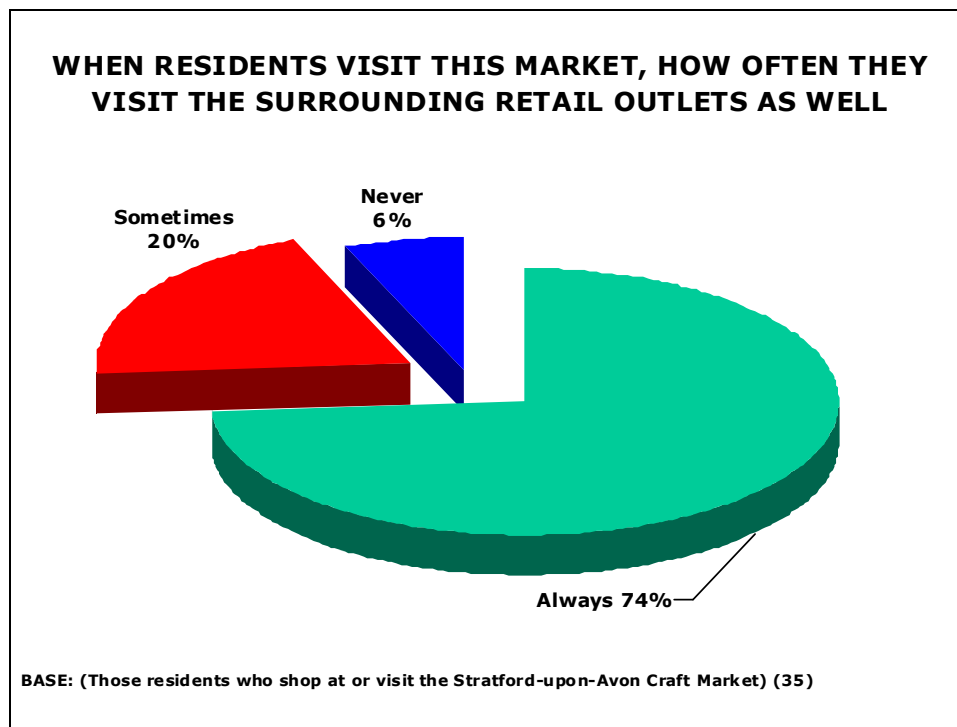
Respondents who shopped at the Stratford-upon-Avon Craft Market were asked to state how much they spent on a visit to it. Almost three quarters (72%) said £10 or less. Feedback is shown in the following table.

Table 18: Average amount spent by residents on a visit to Stratford-upon-Avon Craft Market

| | No. | % |
|---|-------------|----|
| £5.00 or less | 9 | 36 |
| £5.01 to £10.00 | 9 | 36 |
| £10.01 to £20.00 | 5 | 20 |
| £20.01 to £30.00 | 2 | 8 |
| £30.01 to £40.00 | 0 | 0 |
| £40.01 to £50.00 | 0 | 0 |
| £50.01 or more | 0 | 0 |
| BASE: (Those shopping at Stratford Craft Market) | (25) | |

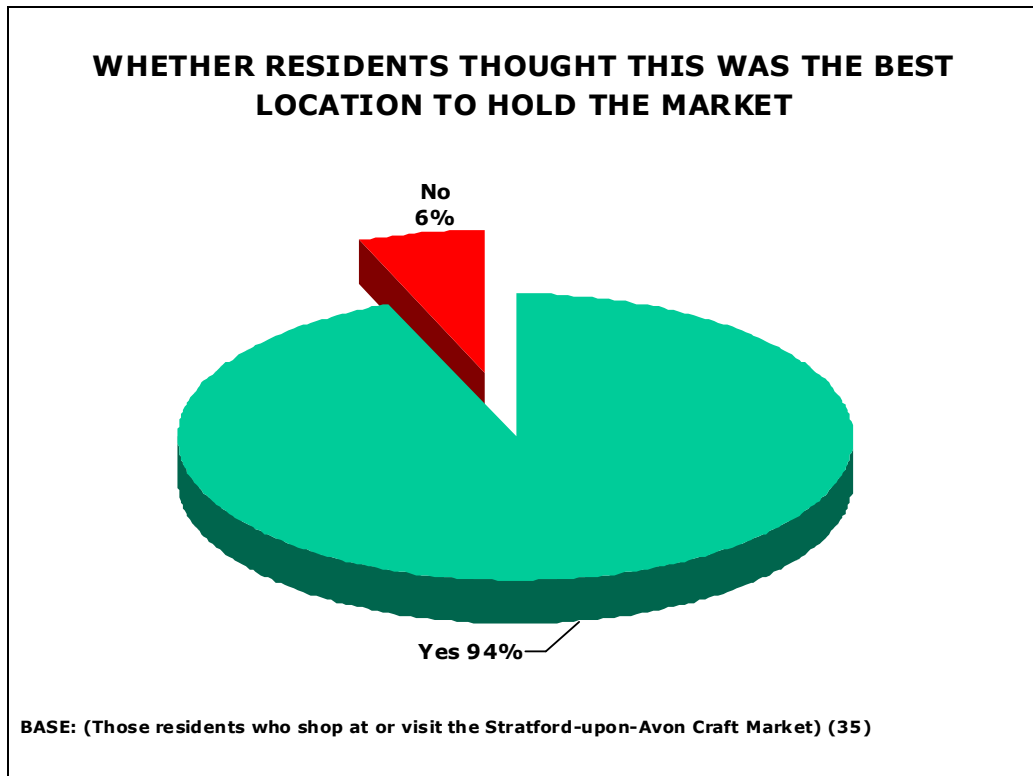
When respondents visited this market, they were questioned about how often in general they visited the surrounding outlets as well. Out of 35 responses, almost three quarters (74%) said always, a fifth (20%) stated sometimes; and 6% replied never.

Chart 26:



Asked whether this was the best location to hold the Stratford-upon-Avon Craft Market, nine in ten residents (94%) said it was.

Chart 27:



2 comments regarding an alternative location were supplied by those residents who felt it was not the best location to hold the market and these were: somewhere more central and closer to main shopping area/paved area down by side of Barclays bank; Henley Street/Waterside.

4.4.5 Speciality Markets

All respondents were asked to list the names of any other speciality markets in the Stratford District that they have visited in the last 12 months. 168 comments were supplied and these are listed in the table below. 40% of respondents stated Stratford's Christmas market, 14% cited food fairs, markets and festivals, and the same percentage named the French/Italian market / continental food market, Henley Street. Markets outside the district were mentioned by some respondents, but these are still included in the list below.

Table 19: Speciality markets in the District which residents have visited in the last 12 months

| | No. | % |
|---|-------|----|
| Christmas market Bridge Street, Henley Street | 67 | 40 |
| Food fairs, markets and festivals | 24 | 14 |
| French/Italian market / continental food market Henley Street | 23 | 14 |
| Wellesbourne | 13 | 8 |
| Shipston including French and Italian markets and Transition | 12 | 7 |
| Alcester market and fairs | 9 | 5 |
| Kineton farmers market | 9 | 5 |
| Southam including farmers market | 8 | 5 |
| Waterside food market and summer market | 8 | 5 |
| Farmers market | 6 | 4 |
| Craft markets including those at garden centres | 5 | 3 |
| Long Marston airfield car boot and market | 4 | 2 |
| Banbury | 3 | 2 |
| Rugby | 3 | 2 |
| Bidford | 2 | 1 |
| Cattle market | 2 | 1 |
| Evesham and Evesham Country Park | 2 | 1 |
| Henley | 2 | 1 |
| Leamington Spa | 2 | 1 |
| Markets held on recreation ground, including food show | 2 | 1 |
| Stratford market | 2 | 1 |
| Stratford race course | 2 | 1 |
| Antique market | 1 | 1 |
| Bank Holiday market by RSC | 1 | 1 |
| Craft market on Bancroft | 1 | 1 |
| Foreign markets | 1 | 1 |
| Spanish market | 1 | 1 |
| Stoneleigh | 1 | 1 |
| Studley car boot | 1 | 1 |
| Sunday markets during the summer | 1 | 1 |
| Sunday market Henley Street | 1 | 1 |
| Sunday market Shakespeare Theatre | 1 | 1 |
| Two festivals held on the recreation ground | 1 | 1 |
| Warwick | 1 | 1 |
| BASE: | (168) | |

4.4.6 What residents look for in a market

Residents were asked to indicate what they looked for in a market. Two thirds (66%) named the variety of the stalls; 36% said the appearance of stalls; and 35% cited low cost items. Of the 19% who stated other, 76 comments were supplied and these are outlined in the table below. Exactly a third (33%) wanted quality, three in ten (30%) were looking for something different / specialities, and just over a quarter (26%) stated fresh local produce.

Analysing feedback further shows that:-

- Nearly three quarters of females (74%), versus 60% of males, looked for variety of the stalls.
- Nearly half (45%) of females were interested in the appearance of stalls, as opposed to 29% of males.
- Four in ten females (40%), compared to 32% of males, looked for low cost items.
- Four in ten females (41%), compared to exactly a quarter of males (25%), looked for accessibility in a market.
- Almost double the percentage of males to females do not visit markets: 31% of males versus 16% of females did not do so.
- Over three quarters (77%) of residents aged 50 to 64, as opposed to 58% of those aged 75 and over, looked for variety of the stalls.
- Four in ten (38%) residents aged 50 to 64, compared to 13% of those aged 40 to 49, looked for accessibility in a market.
- Almost a third (32%) of those aged 65 to 74, versus 15% of those aged 50 to 64, stated they did not visit markets.

Chart 28:

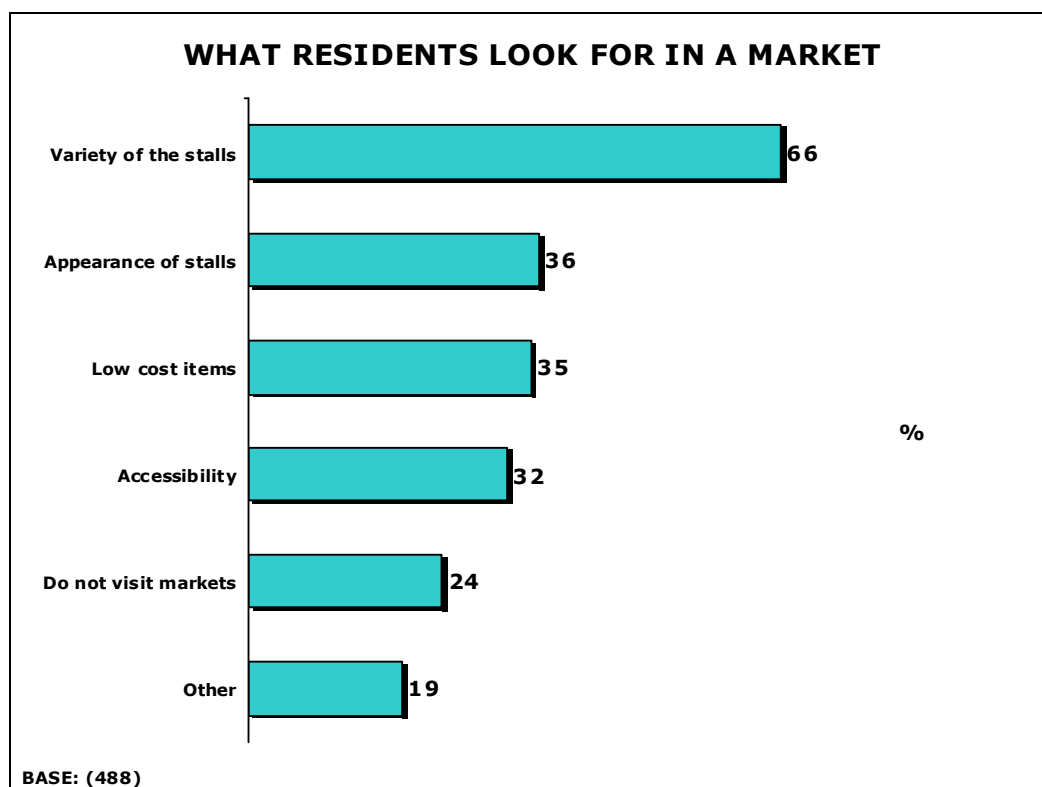


Table 20: Other things respondents look for in a market

| | No. | % |
|---|------|----|
| Quality | 25 | 33 |
| Different / interesting products / specialities / unique | 23 | 30 |
| Fresh local produce | 20 | 26 |
| Value for money | 9 | 12 |
| Convenient / easy / free parking or bus service | 6 | 8 |
| Cheerful stallholders / person who made items / local people / ambience | 4 | 5 |
| Charity stalls | 2 | 3 |
| Household / craft items / handcrafted products | 2 | 3 |
| Location of market | 2 | 3 |
| Trade in the UK | 2 | 3 |
| Variety | 2 | 3 |
| Availability – regular supply of items | 1 | 1 |
| China | 1 | 1 |
| Clothing | 1 | 1 |
| Free samples | 1 | 1 |
| Gifts | 1 | 1 |
| Produce on display for examination prior to purchase | 1 | 1 |
| Support young enterprise | 1 | 1 |
| Things that appeal to me | 1 | 1 |
| BASE: | (76) | |

4.4.7 Reasons for not visiting markets

Three in ten (30%) said they did not visit markets because of the goods on offer; over a quarter (27%) stated it was on the wrong day of the week; and over a fifth (22%) claimed they do not offer value.

Exactly half (50%) of those surveyed gave other reasons than those listed on the following chart for not visiting markets and they totalled 48 comments. Exactly a quarter (25%) said they were too busy or working, almost a fifth (19%) commented they were too far to travel or that it was difficult to get to them. One in ten (10%) stated they were not interested, and this same percentage said parking was expensive. The full list of reasons given are summarised in the table below.

Chart 29:

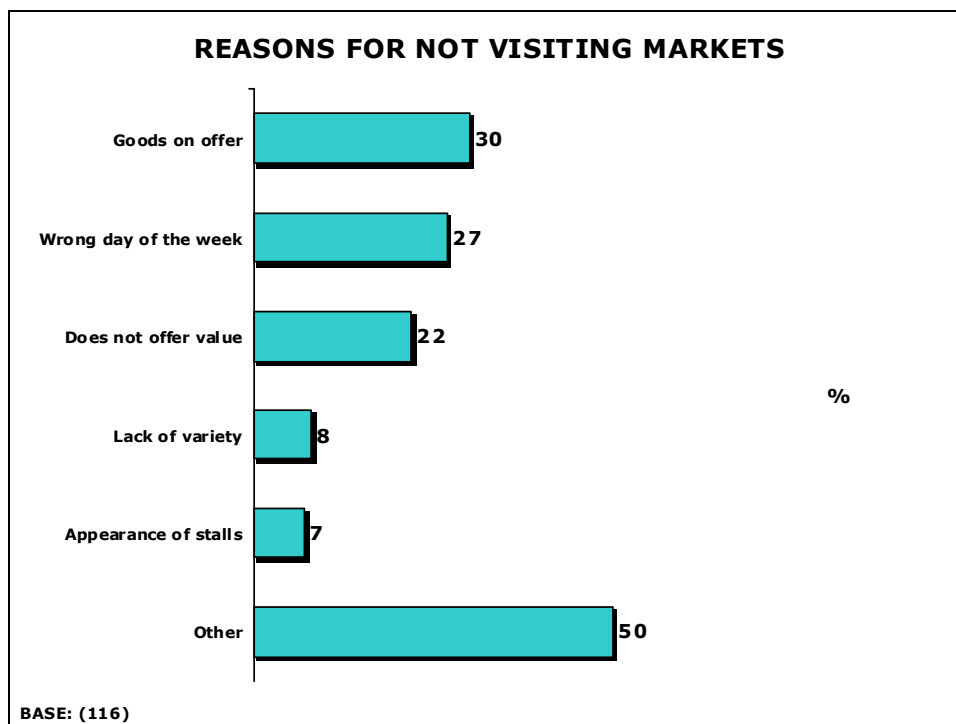


Table 21: Other reasons quoted by those who do not visit markets

| | No. | % |
|---|-------------|-------------|
| Too busy / at work | 12 | 25 |
| Too far to travel / difficult to get there | 9 | 19 |
| Not interested | 5 | 10 |
| Parking is expensive | 5 | 10 |
| Dislike crowds / traffic / tourists | 4 | 8 |
| Ill health | 3 | 6 |
| Less guarantee of quality / poorer quality | 3 | 6 |
| No need | 3 | 6 |
| Not aware of times / venue / lack of publicity | 3 | 6 |
| Shop locally | 3 | 6 |
| Difficult to return goods | 1 | 2 |
| Lack of money | 1 | 2 |
| Shop online | 1 | 2 |
| They are exposed to weather | 1 | 2 |
| They are messy | 1 | 2 |
| They operate to detriment of static shops & x shouldn't have full franchise | 1 | 2 |
| Too big a proportion of charity stalls | 1 | 2 |
| Too expensive | 1 | 2 |
| Unable to carry items bought | 1 | 2 |
| BASE (Respondents who do not visit markets): | (48) | (48) |

4.5 Play Areas

4.5.1 Visiting Play Areas

Residents were informed that the District Council owns and maintains a number of equipped play areas/spaces. All 19 play areas within Stratford Town are managed by SDC.

Respondents were asked if they, or a member of their household, (including taking grandchildren), visited the equipped play areas within Stratford Town. Almost three quarters (74%) stated they did not. Results are compared to findings of the survey conducted in June/July 2009 and it can be seen that they have remained fairly constant across the time period with a slight fall of one percentage point in the percentage of residents or a member of their household visiting the play areas within Stratford Town, from 27% of those surveyed in 2009 to 26% in 2011.

Analysing feedback in more detail shows that:-

- Nine in ten residents aged 75 and over (89%), compared to just over half (51%) of those aged up to 39, did not visit the equipped play areas within Stratford town.
- Three in ten (29%) Henley/Studley residents, as opposed to 13% of those living in Southam, confirmed they did visit the equipped play areas within Stratford town.

Chart 30:

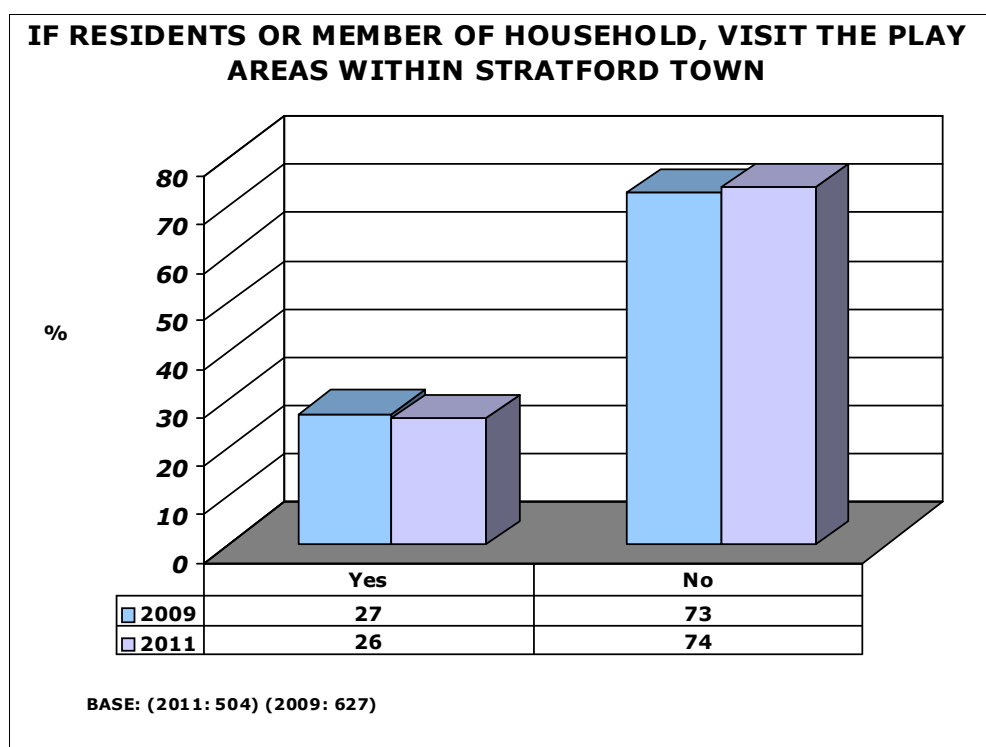


Table 22: If residents or a member of their household visit the play areas within Stratford town

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|-------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Yes | 26 | 29 | 17 | 13 | 36 | 23 |
| No | 74 | 71 | 83 | 87 | 64 | 77 |
| Base: (All Respondents) | (87) | (62) | (72) | (68) | (143) | (62) |

So far as equipped play areas within Stratford District, but not in Stratford Town, were concerned, just over a third (34%) of those surveyed visited the equipped play areas there. This represented an increase of 3 percentage points from the 31% recorded in 2009.

Further analysis of feedback reveals that:-

- 89% of those aged 75 and over, versus 40% of those aged up to 39, did not visit the play areas within the District, but not in Stratford town.
- Over half (52%) of Southam residents, compared to 22% of Stratford residents, visit the play areas within the District.

Chart 30:

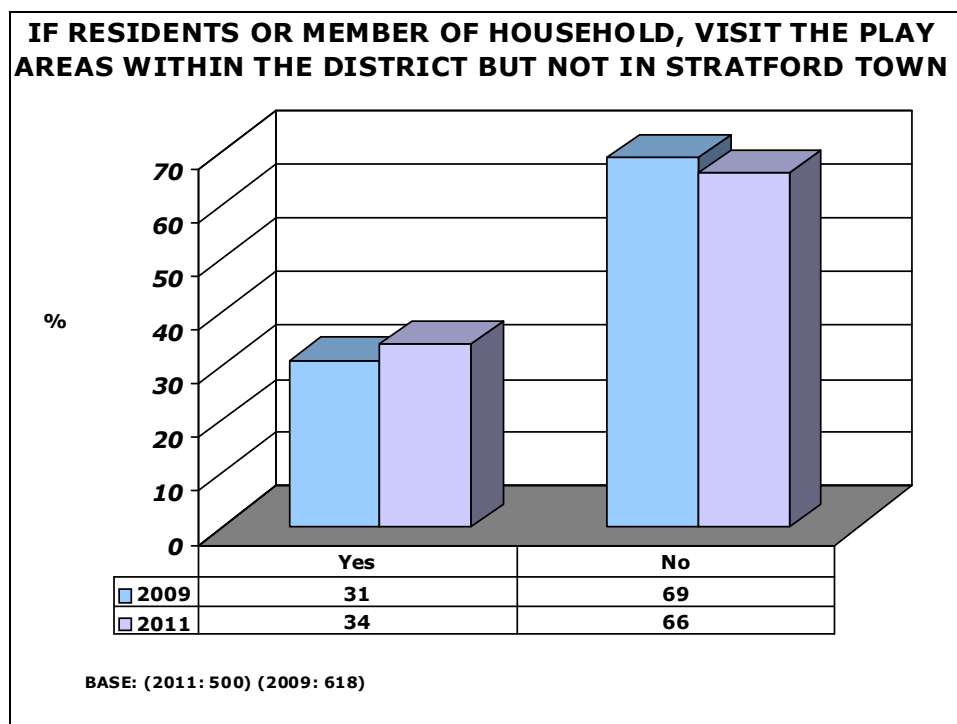


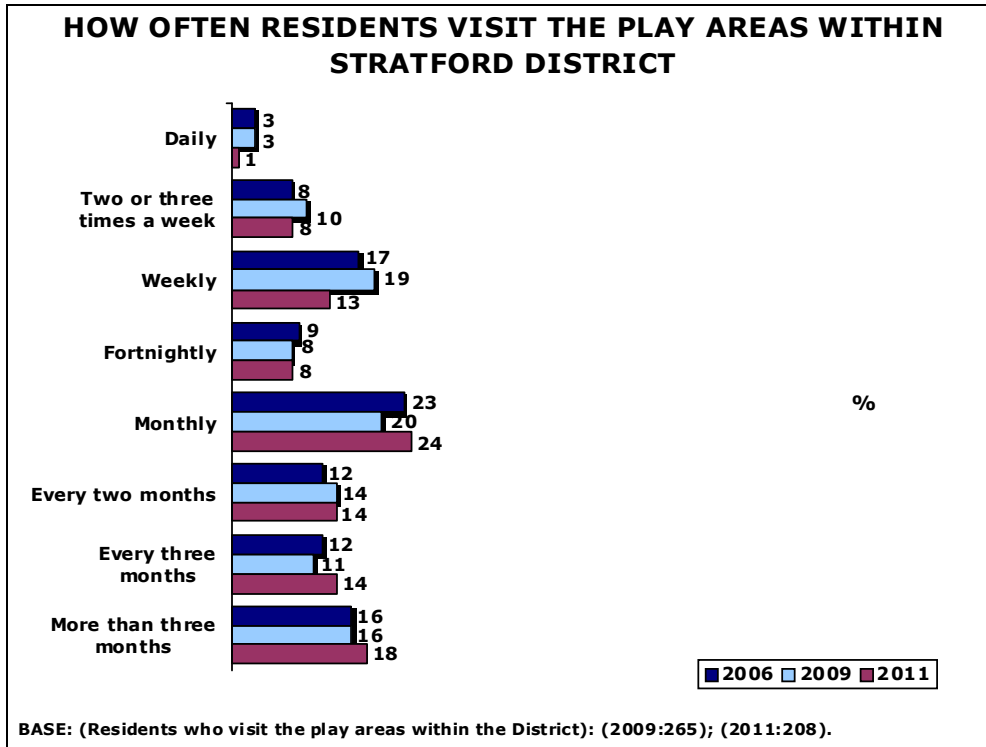
Table 23: If residents or a member of their household visit the play areas within Stratford District

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kineton |
|-------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| Yes | 38 | 40 | 35 | 52 | 22 | 34 |
| No | 62 | 60 | 65 | 48 | 78 | 66 |
| Base: (All Respondents) | (85) | (63) | (72) | (69) | (139) | (62) |

Those respondents who confirmed they did visit the play areas within the District, including Stratford Town, were further questioned as to how often they went and how they rated them. Almost a quarter (24%) stated monthly and 18% said more than three months. These all represent increases from previous surveys. The monthly figure of 24% represents an increase of 4 percentage points from the 20% recorded in 2009, however, it is only a one percentage point increase from the 23% recorded in 2009.

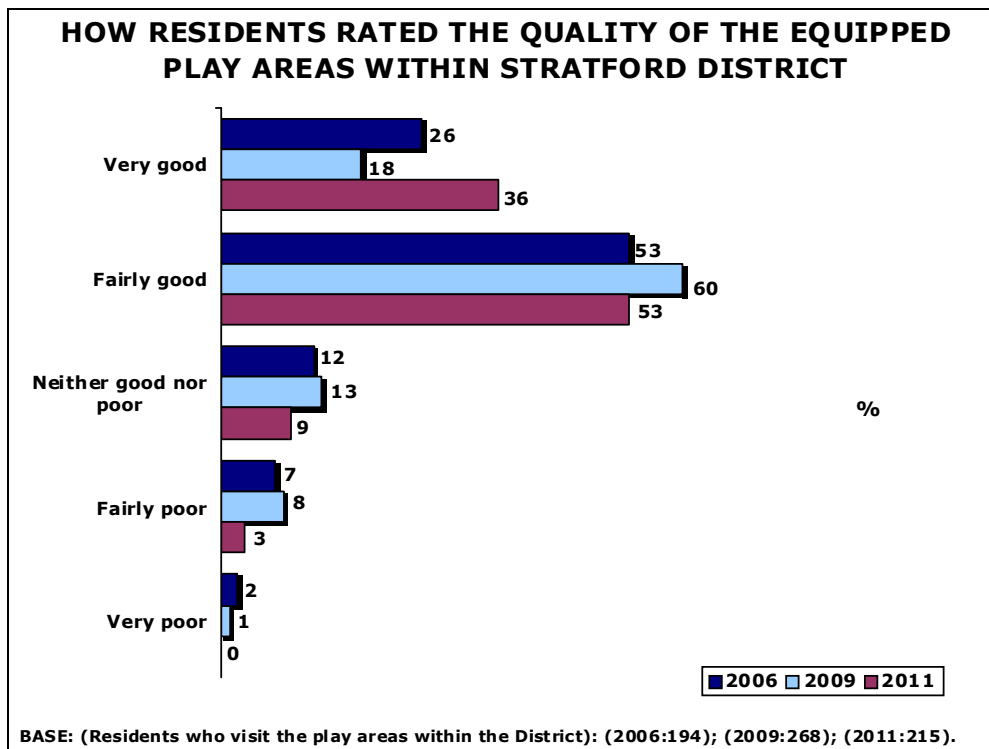
Interestingly the more frequent visits to play areas fell. Daily figures fell by 2 percentage points from 3% to 1%. Two or three times a week fell from 10% in 2009 to 8% in 2011, which was the same as it had been in 2006. Weekly visits fell by 6 percentage points from 19% in 2009 to 13% in 2011.

Chart 32:



So far as the quality of the equipped play areas within the District was concerned, nine in ten residents (89%) rated them as fairly or very good, compared to 3% who rated them as poor and none as very poor. Significantly, this represents an increase of 11 percentage points from the 78% recorded in 2009 and an increase in 10 percentage points from the 79% recorded in 2006.

Chart 33:

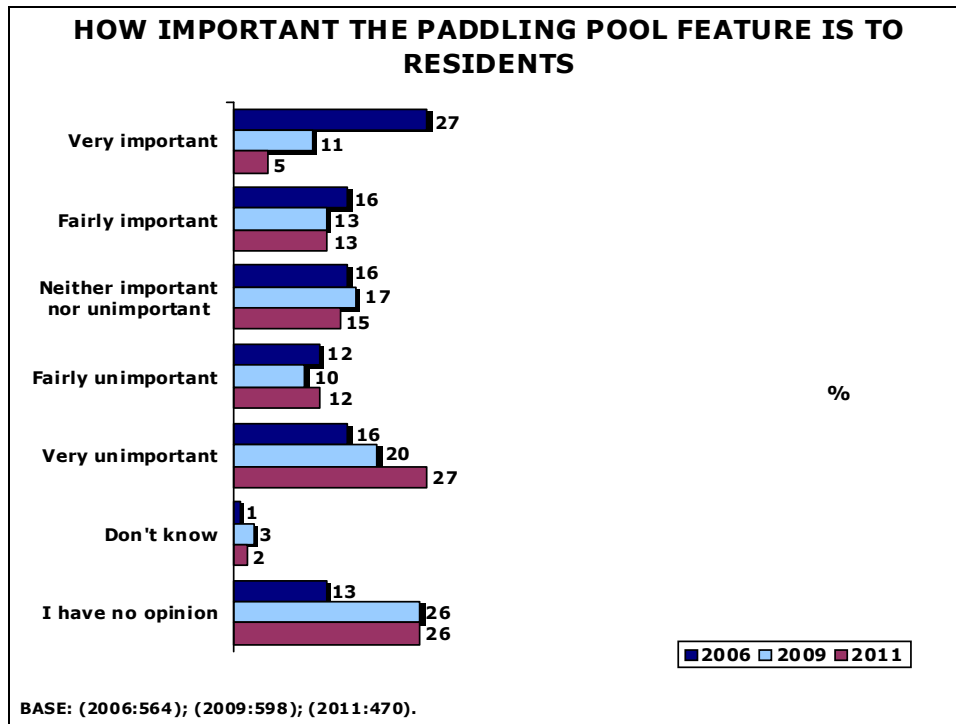


4.5.2 The Paddling Pool at the Recreation Ground in Stratford-upon-Avon

All residents were asked how important the paddling pool feature is to them. Significantly, four in ten (39%) said it was either very unimportant or fairly unimportant. Over a quarter of those surveyed (26%) had no opinion on the matter.

The importance of the paddling pool feature has fallen considerably over recent years. In 2006, 43% of those surveyed said it was important to them. This fell to 24% in 2009 and to 18% in 2011, representing a fall of 25 percentage points since 2006.

Chart 34:



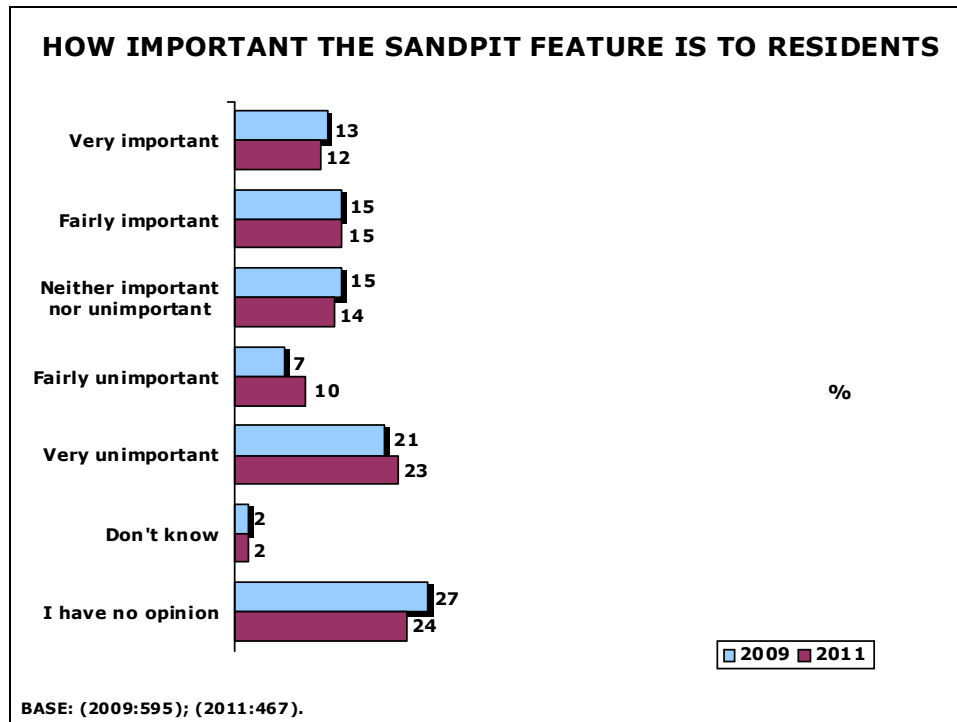
4.5.3 The Sandpit at the Recreation Ground in Stratford-upon-Avon

Exactly a third (33%) of respondents claimed The Sandpit was unimportant to them, as opposed to just over a quarter (27%) who stated it was important. Just less than a quarter (24%) were of no opinion. The percentage of residents to whom the Sandpit feature is unimportant has increased by 5 percentage points from 28% in 2009 to 33% in 2011.

Further analysis demonstrates that:-

- Nearly half those aged up to 39, versus just over a fifth (21%) of those aged 40 to 49, stated the sandpit was very important to them.

Chart 35:

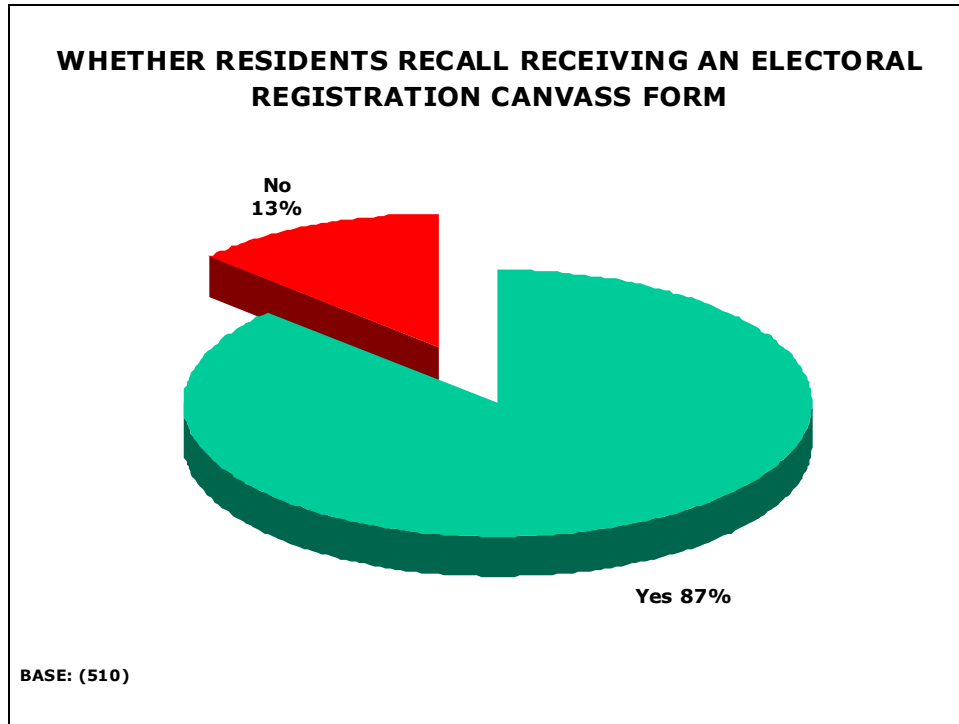


4.6 Electoral Registration Canvass Form

4.6.1 Receipt of electoral registration canvass form

Nine out of ten respondents (87%) recalled receiving an electoral registration canvass form at the end of August 2011.

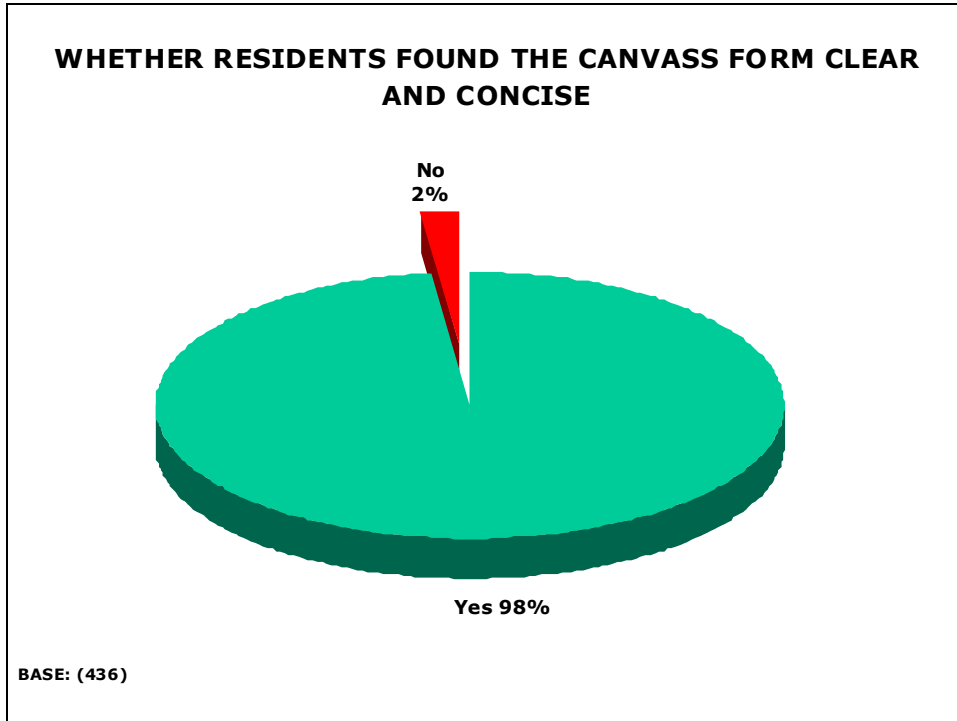
Chart 36:



4.6.2 How residents found the canvass form

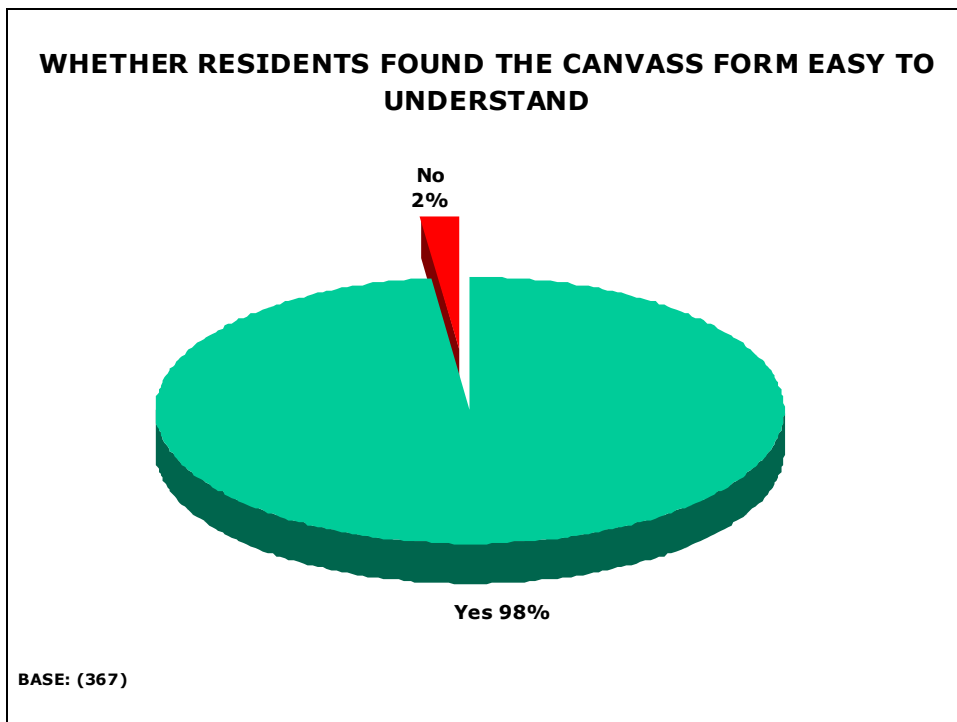
Nearly everyone (98%) found the canvass form both clear and concise and easy to understand.

Chart 37:



Similarly, nearly everyone (98%) found the canvass form easy to understand.

Chart 38:



4.6.3 Method of returning the canvass form to the Council

Over half (54%) of those surveyed returned their canvass form to the Council by post. Just over a quarter (26%) completed it online and 14% did it by Freephone.

Further analysis shows that:-

- 41% of residents aged 40 to 49, versus 12% of those aged 75 and over, completed it online.
- Three in ten (30%) of those aged 75 and over, compared to 4% of those aged 40 to 49, returned their canvass form to the Council by Freephone.
- Almost two thirds (65%) of Southam residents, versus less than half (49%) of those living in the Alcester/Bidford locality, returned their canvass form by post.
- Three in ten (29%) Stratford residents, as opposed to 16% of those living in Southam, returned their canvass form online.
- Exactly a fifth (20%) of respondents living in the Henley/Studley locality, in contrast with 10% of those living in Stratford, returned their canvas form by Freephone.

Chart 39:

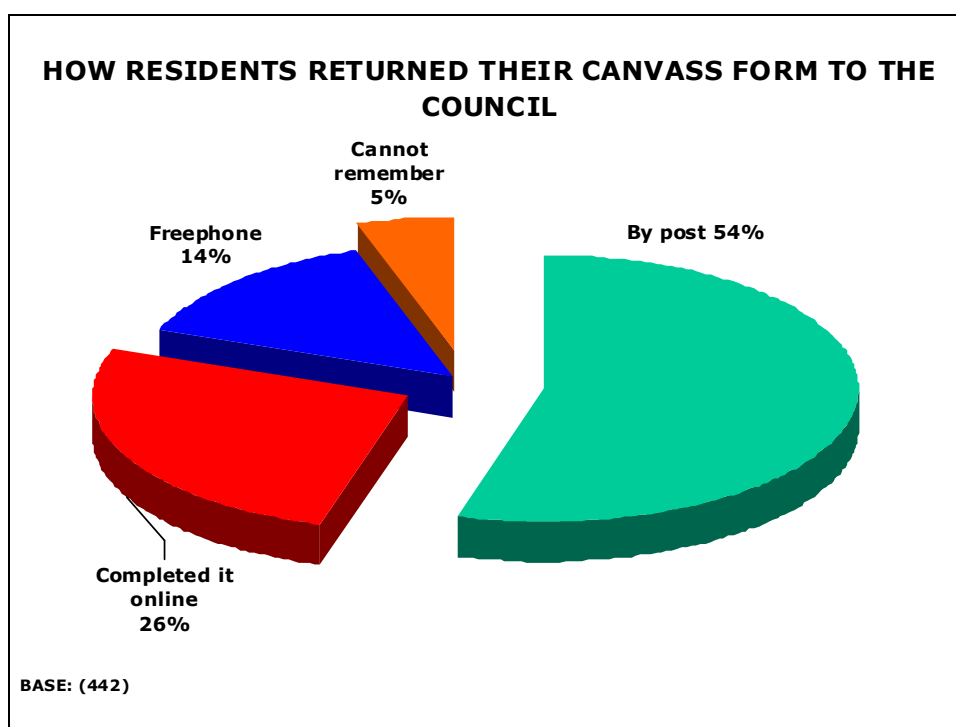


Table 24: How residents returned their canvass form to the Council

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kington |
|-------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| By post | 49 | 51 | 51 | 65 | 58 | 54 |
| Completed it online | 28 | 24 | 30 | 16 | 29 | 24 |
| Freephone | 16 | 20 | 15 | 15 | 10 | 15 |
| Cannot remember | 8 | 6 | 5 | 5 | 3 | 7 |
| Base: (All Respondents) | (80) | (51) | (61) | (62) | (124) | (54) |

4.6.4 Ease of returning form online and via the Freephone system

Nearly everyone (98%) found it easy to return the form both online and via the Freephone system.

Chart 40:

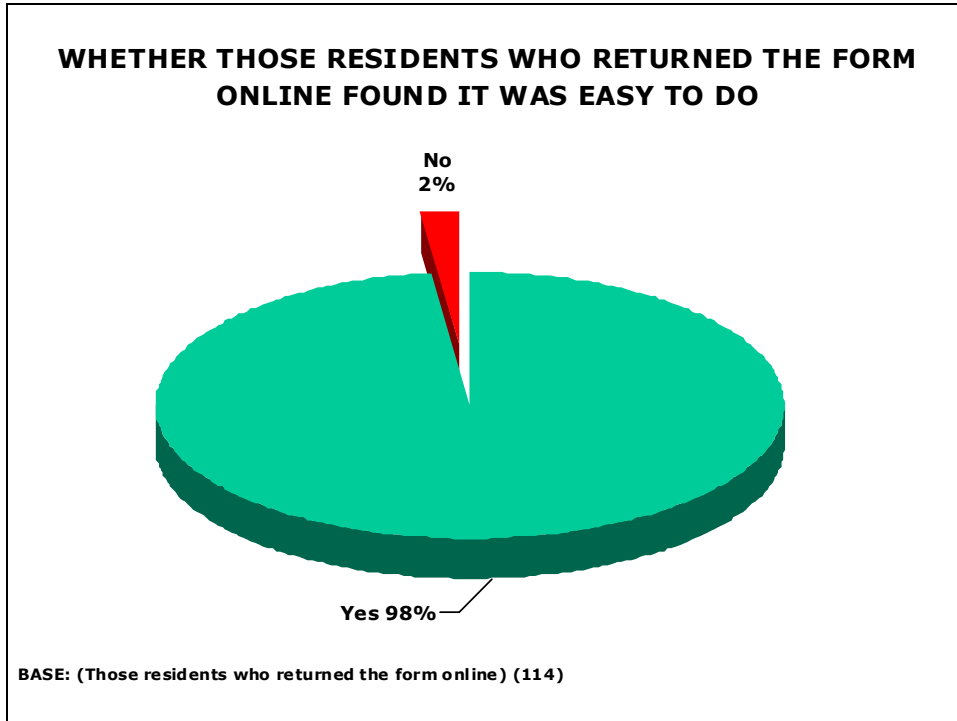
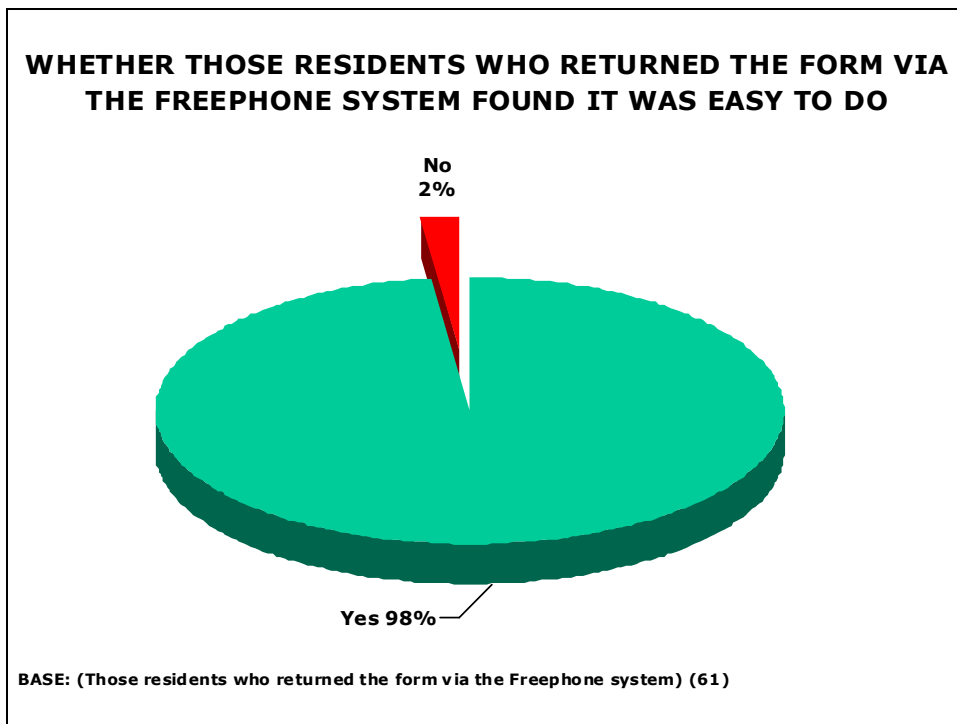


Chart 41:



4.6.5 Awareness of the edited register, and opting out of it

Notably, 46% of those surveyed were not aware of the edited register, compared to 54% who said they were.

More in depth analysis shows:-

- Over half (52%) of respondents living in the Henley/Studley locality, compared to 43% of those living in the Stratford locality, stated they were not aware of the edited register.

Chart 42:

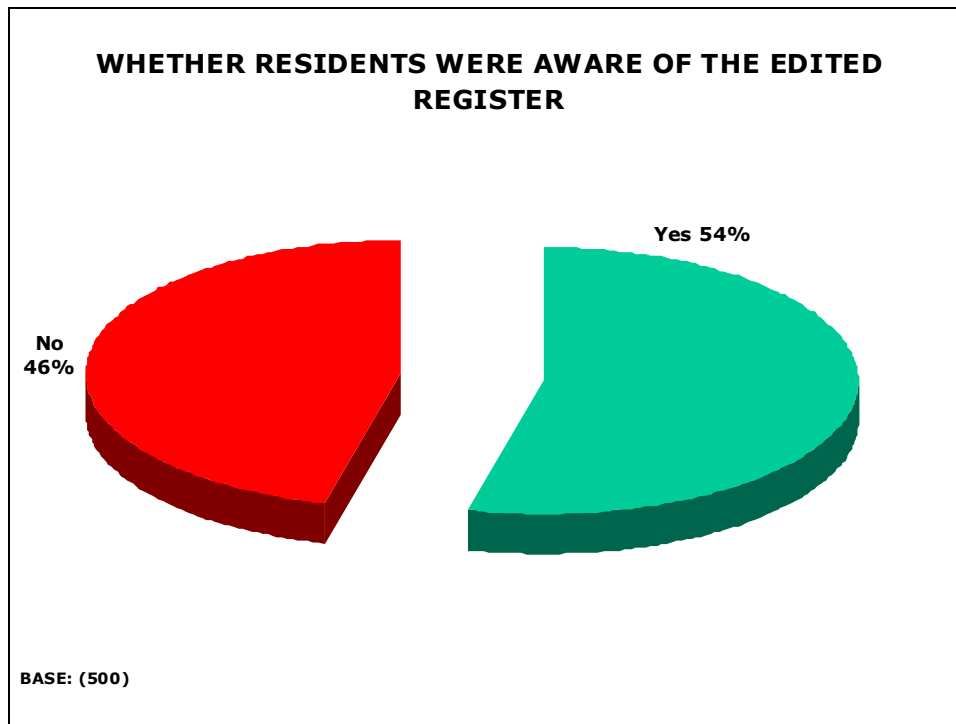


Table 25: Whether residents were aware of the edited register

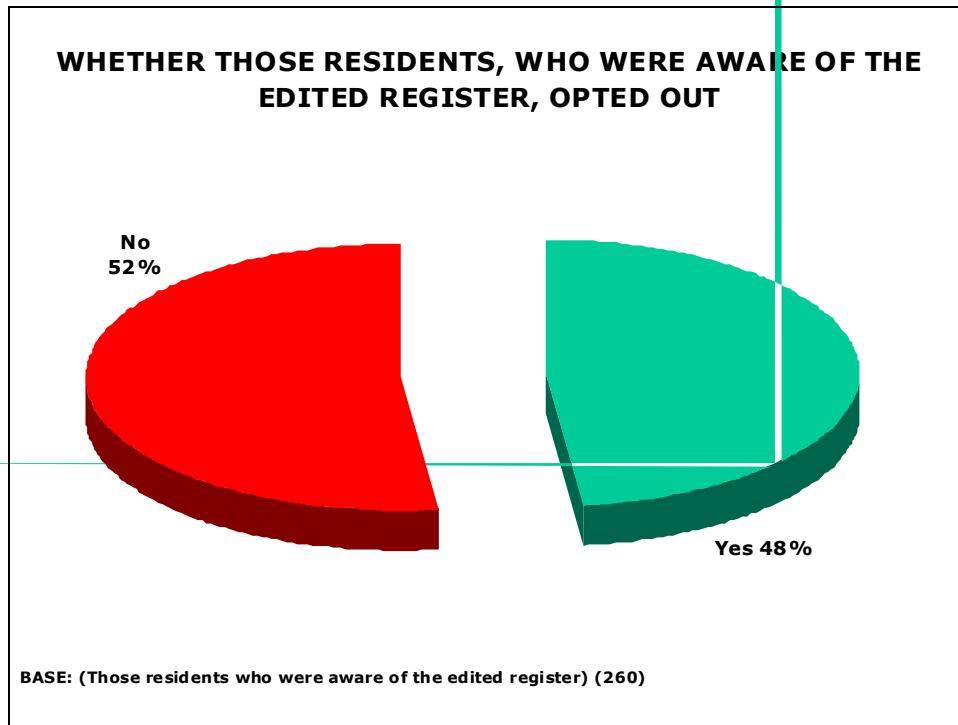
| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kington |
|-------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Yes | 55 | 48 | 49 | 51 | 57 | 57 |
| No | 45 | 52 | 51 | 49 | 43 | 44 |
| Base: (All Respondents) | (86) | (58) | (72) | (67) | (145) | (62) |

Of those who were aware of the edited register, just less than half (48%) stated they had opted out, as opposed to 52% who did not.

Further analysis shows that:-

- Six in ten males (59%), versus 44% of females, did not opt out.

Chart 43:



4.7 Stratford-upon-Avon Picturehouse

The Picturehouse contributed financially to the following questions.

4.7.1 Whether residents have heard of it, visited it, and for what reasons

Over four fifths (86%) of those surveyed have heard of Stratford-upon-Avon Picturehouse.

Further analysis reveals that:-

- All of Stratford residents, compared to 40% of Southam residents, had heard of the Picturehouse.

Chart 44:

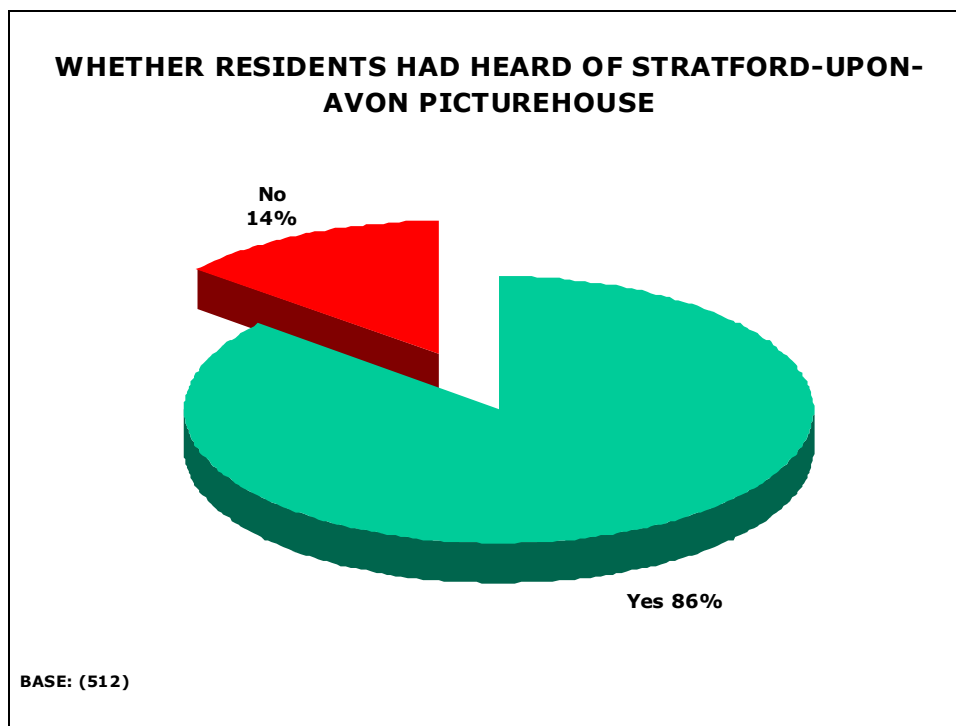


Table 26: Whether residents have heard of the Stratford-upon-Avon Picturehouse

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kington |
|-------------------------|--------------------|------------------|----------|---------|-----------|------------------------|
| | % | % | % | % | % | % |
| Yes | 92 | 81 | 93 | 40 | 100 | 89 |
| No | 8 | 19 | 7 | 60 | 0 | 11 |
| Base: (All Respondents) | (89) | (64) | (73) | (68) | (145) | (63) |

Residents who confirmed they had heard of Stratford-upon-Avon Picturehouse were further questioned as to if they had ever visited it. Almost three quarters (73%) confirmed they had.

More in depth analysis reveals that:-

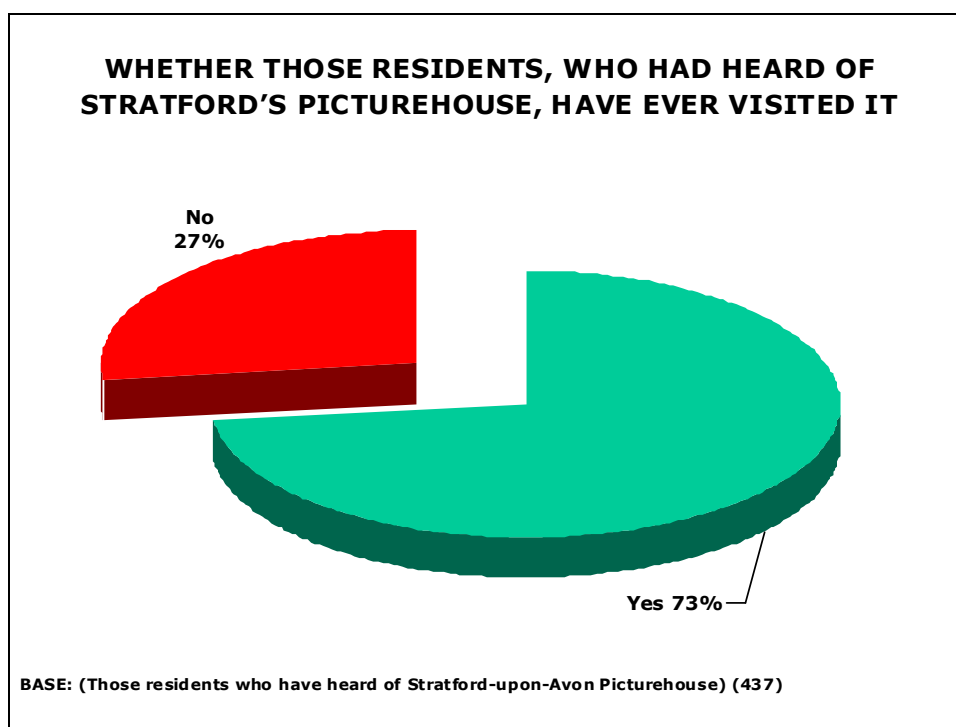
- A third of males (33%) as opposed to less than a quarter of females (22%) had not visited the Picturehouse.
- The younger the respondent, the more likely they were to have visited the Picturehouse: over four fifths (85%) of those aged up to 39, compared to 62% of those aged 65 and over, stated they had visited the Picturehouse.

- Nine in ten (86%) of Stratford residents, versus less than a fifth (19%) of Southam residents, who had heard of the Picturehouse, confirmed they had visited it.

Table 27: If residents had heard of the Picturehouse, whether or not they had visited it

| BY LOCALITY | Alcester / Bidford | Henley / Studley | Shipston | Southam | Stratford | Wellesbourne / Kington |
|---|--------------------|------------------|----------|---------|-----------|------------------------|
| Yes | 78 | 58 | 74 | 19 | 86 | 68 |
| No | 22 | 42 | 27 | 82 | 14 | 32 |
| Base: (Respondents who had heard of the Picturehouse) | (82) | (52) | (68) | (27) | (144) | (56) |

Chart 45:

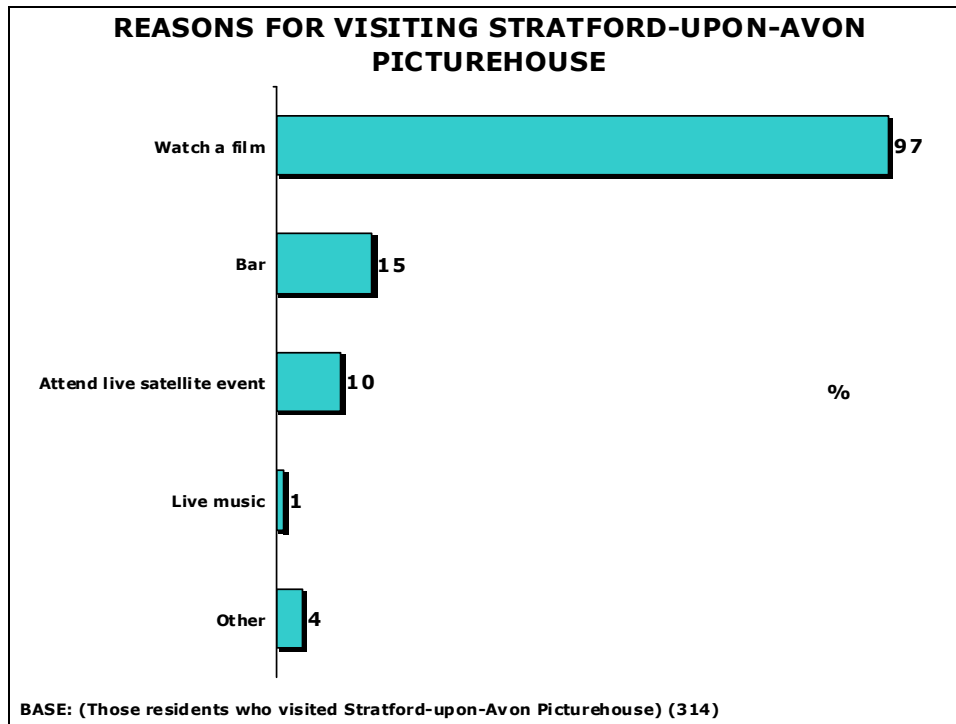


Residents who stated they had visited Stratford-upon-Avon Picturehouse were asked to state for what reasons. Nearly everyone (97%) responded to watch a film, 15% said for the bar, and 10% replied to attend a live satellite event, i.e. Opera, Theatre. Of the 4% who gave other reasons for visiting Stratford-upon-Avon Picturehouse, a total of 11 comments were received and these are listed in Appendix 3.

More in depth analysis shows that:-

- Over a quarter (26%) of those aged up to 39, versus 5% of those aged 75 and over, went to the Picturehouse for the bar.

Chart 46:



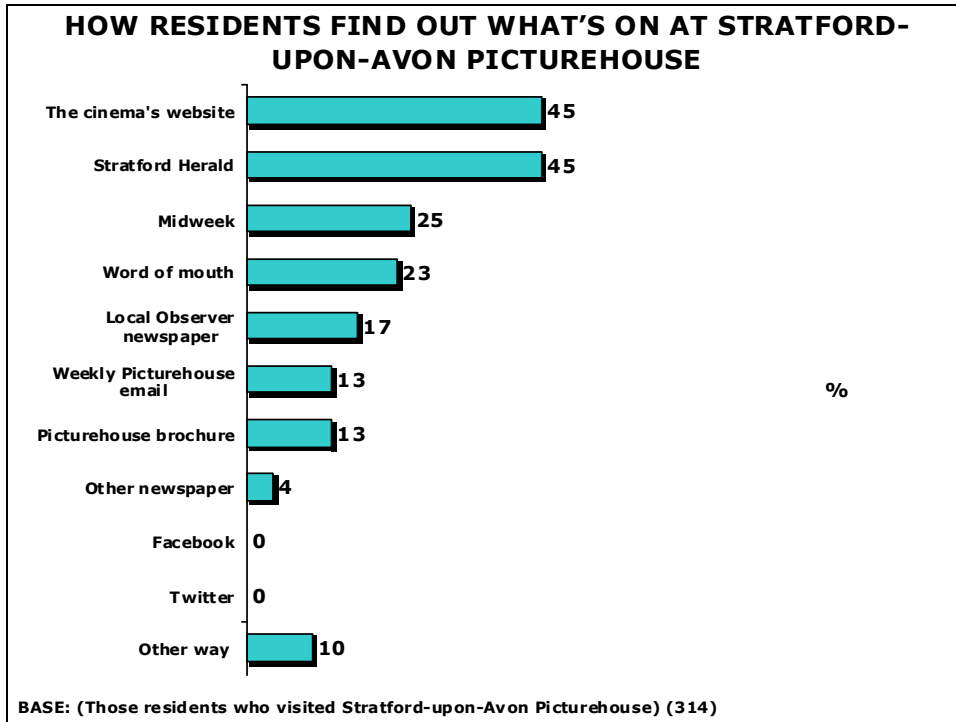
4.7.2 How residents find out what's on at the Picturehouse

45% of those residents who have visited the Picturehouse find out what's on there through the cinema's website and the same percentage found out through the Stratford Herald. Exactly a quarter (25%) found out through the Midweek and 23% through word of mouth. The following chart shows feedback received. Of the 10% who stated other ways, 28 comments were received and these are to be found in Appendix 4.

Further analysis shows that:-

- Seven in ten (71%) of residents aged 40 to 49, versus 18% of those aged 75 and over, found out what's on at the Picturehouse through the cinema's website.
- Over a third of Alcester/Bidford residents (37%), compared to 12% of Southam residents stated they regularly read the Daily Telegraph. Over a fifth of Henley/Studley residents (21%), as opposed to 1% of those living in the Alcester/Bidford locality, said they regularly read the Sun.

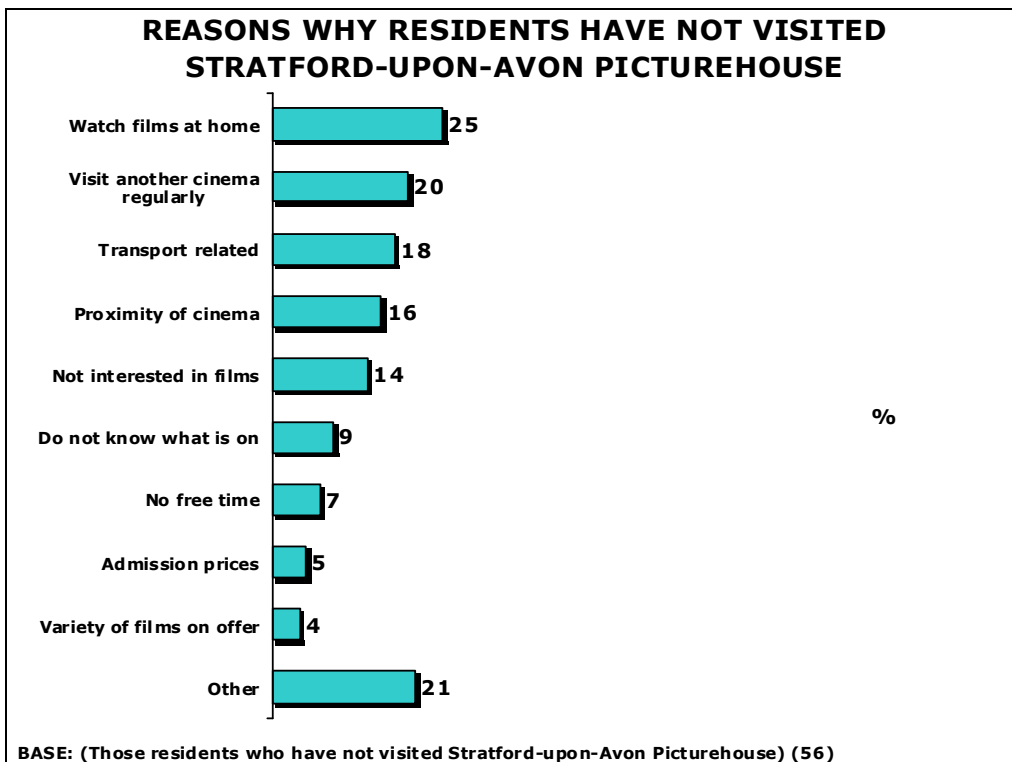
Chart 47:



4.7.3 Reasons for not visiting the Picturehouse

Of those residents who do not visit the Picturehouse, exactly a quarter (25%) said the reason why they didn't was because they watch films at home, a fifth (20%) visit another cinema regularly, and 18% said it was transport related. Responses are illustrated in the graph below. Of the 21% who stated other reasons, 11 comments were received, as per Appendix 5.

Chart 48:



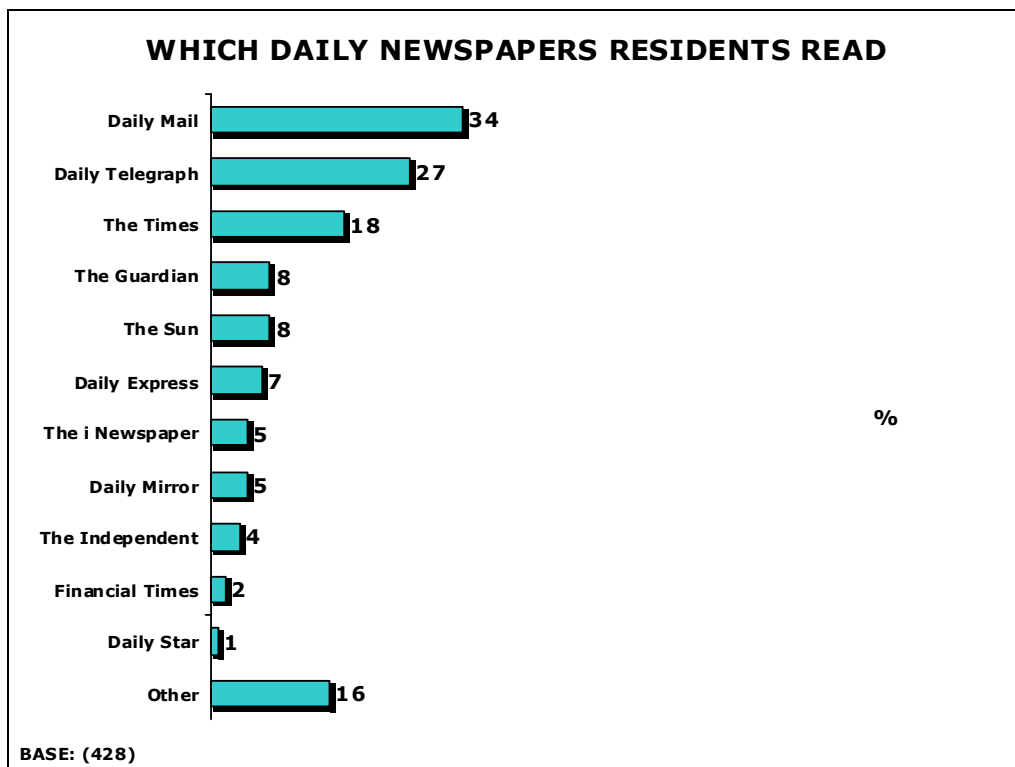
4.7.4 Which daily papers residents regularly read

Over a third of residents (34%) regularly read the Daily Mail, over a quarter (27%) the Daily Telegraph, and 18% The Times. The following chart outlines responses received. 16% gave other names of newspapers and these totalled 44 comments, as listed in Appendix 6.

Further analysis of feedback reveals that:-

- 41% of respondents aged 65 to 74, compared to 11% of those aged up to 39, said they read the Daily Mail regularly.
- Just over a third (34%) of those aged 75 and over, versus 4% of those aged up to 39, regularly read the Daily Telegraph.

Chart 49:



4.8 Healthy eating

Residents' intake of fruit and vegetables

To assist the Council with their monitoring for healthy eating, respondents were asked to state how many portions of fruit and vegetables they ate on the previous day. 42% had the recommended five or more, a decrease of 5 percentage points on 2009 results. 7% of respondents had eaten one or no portions of fruit and vegetables, which represented an increase of 2 percentage point when compared to 2009.

Table 28: Residents' intake of fruit and vegetables – number of portions eaten the day before

| Residents' intake of fruit and vegetables – number of portions eaten the day before | 2011 % | 2009 % | 2007 % | 2006 % |
|--|---------------|---------------|---------------|---------------|
| 0 | 3 | 1 | 1 | 2 |
| 1 | 4 | 4 | 3 | 4 |
| 2 | 12 | 8 | 9 | 12 |
| 3 | 17 | 18 | 19 | 18 |
| 4 | 23 | 22 | 19 | 22 |
| 5 | 19 | 19 | 22 | 21 |
| 6 | 15 | 17 | 19 | 15 |
| 7 or more | 8 | 11 | 8 | 8 |
| Base: | (489) | (469) | (639) | (684) |

4.9 Residents' profile

Table 29: Gender

| | % |
|--------|-------|
| Male | 55 |
| Female | 45 |
| BASE: | (508) |

Table 30: Age

| | % |
|-----------|-------|
| Up to 29 | 1 |
| 30-39 | 8 |
| 40-49 | 11 |
| 50-59 | 17 |
| 60-69 | 34 |
| 70-79 | 21 |
| 80 & over | 8 |
| BASE: | (496) |

Table 31: Number of adults aged 18 or over in household

| | % |
|----------------|-------|
| One | 27 |
| Two | 65 |
| Three | 5 |
| Four | 2 |
| More than four | 1 |
| BASE: | (482) |

Table 32: Number of children aged 17 or under in household

| | % |
|----------------|-------|
| None | 82 |
| One | 8 |
| Two | 9 |
| Three | 1 |
| Four | 0 |
| More than four | 0 |
| BASE: | (490) |

Table 33: Accommodation Type

| | % |
|--------------------------------|-------|
| Owned outright | 60 |
| Buying on mortgage | 30 |
| Rent from Housing Assoc./Trust | 6 |
| Rent from a private landlord | 3 |
| Other | 1 |
| BASE: | (501) |

Table 34: Whether respondents have any long-standing illness, disability, or infirmity

| | % |
|-------|-------|
| Yes | 19 |
| No | 81 |
| BASE: | (499) |

Table 35: Whether this illness or disability limits respondents' activities in any way

| | % |
|-------------------------------|------|
| Yes | 88 |
| No | 12 |
| BASE: (Those with disability) | (93) |

Table 36: Activity which best describes what respondent is doing at present

| | % |
|--|-------|
| Employee in full-time job | 27 |
| Employee in part-time job | 10 |
| Self employed, full or part-time | 12 |
| Full-time education at school, college or university | 0 |
| Unemployed and available for work | 1 |
| Permanently sick or disabled | 2 |
| Wholly retired from work | 44 |
| Looking after the home | 3 |
| Doing something else | 2 |
| BASE: | (482) |

Table 37: Religion

| | % |
|------------------------|-------|
| Buddhist | 0.2 |
| Christian | 74.1 |
| Hindu | 0.0 |
| Jewish | 0.6 |
| Muslim | 0.0 |
| Sikh | 0.0 |
| No Religion | 16.9 |
| Other | 3.6 |
| Would rather not state | 4.6 |
| BASE: | (502) |

Table 38: Sexuality

| | % |
|--------------------------|-------|
| Heterosexual or straight | 94.5 |
| Gay or lesbian | 0.2 |
| Bisexual | 0.2 |
| Other | 0.2 |
| Prefer not to say | 4.9 |
| BASE: | (492) |

Table 39: Origin

| | % |
|---|-------|
| White - British | 96.8 |
| White - Irish | 0.8 |
| White - Other White Background | 1.8 |
| Mixed - White & Black Caribbean | 0.0 |
| Mixed - White & Black African | 0.0 |
| Mixed - White & Asian | 0.4 |
| Mixed - Other Mixed Background | 0.0 |
| Asian or Asian British - Indian | 0.0 |
| Asian or Asian British - Pakistani | 0.0 |
| Asian or Asian British - Bangladeshi | 0.0 |
| Asian or Other Asian British - Other Asian Background | 0.2 |
| Black - Caribbean | 0.0 |
| Black - African | 0.0 |
| Black - Other Black Background | 0.0 |
| Chinese | 0.0 |
| Any Other Ethnic Background | 0.0 |
| BASE: | (499) |

APPENDICES

Appendix 1: Two issues residents feel should be included in the list of outcomes in the Corporate Strategy

202 comments

- A tight limit on the size of future housing development sites (no more than 50 dwellings)
- Greater Public Transport Timetable to rural locations
- Move power from The County Council down to District/Parish i.e. implement 'localism' Start to deliver more services electronically including education, business support and health
- An increase in choice of community schools. No more faith schools without wide consultation and thought to issues of inclusion.
- economic vitality local housing
- survey of residents' views on planning permission for certain usage of premises
- Local independent business enterprise should be fostered Protection of Stratford as World Heritage Centre/Town
- An increase in the number of vulnerable residents who are supported ... An increase in the proportion of people who feel they can influence ...
- free parking in the town centre to encourage shopping.
- Ability to keep local services in the town rather than moving out to shopping area. Ability to maintain services for residents whilst recognising the need to foster the tourist trade as well
- I am concerned about the development of wind turbines being built in the SDC area.
- sports provision activities for young people
- I feel there should be a greater emphasis on provision for young people, not just in terms of work, but also educational/leisure facilities funded by the council. An increased range of services, especially for those on low income.
- An increase in cycle routes to enable people to reduce their own personal carbon footprint.
- More housing..... Access local services
- Maintaining the historic and green areas of the district.
- Local transport Traffic speed control
- Making sure all existing and new housing, especially social housing is properly - and to a high standard - insulated
- test
- Improved road network with urgent need for a western bypass. Improved rail links
- Encourage use of town shopping and visitors by providing near zero cost car parking. Locals will invariably use retail park shopping as car parking is convenient and free. You can still issue tickets to control parking. Increase awareness of what support and grants/benefits are available to struggling families.
- 1. Youth is our future, what are we doing to help them become positive workers to support a family? 2. What are we doing about opening a bus station!
- Schools at senior level - why are children arriving from Solihull, Hook Norton etc to take Grammar places in this area?
- To keep pathway at back of garages rear of Mayfield Rd clear of overhanging branches and pathway should have gravel put on it as school children use this pathway to get to high school/colleges but it gets muddy and nettles
- The most important issue in these times of recession and loss of jobs is to relax the hostility that exists towards new housing and to positively encourage the construction of residential development in the district. The only quick way of creating jobs is in the construction industry. The issues that I have not ticked will have the opposite effect whereby the increased influence of residents on planning decisions will automatically block new housing permissions.
- More for the young instead of them hanging around the streets and down the park in the evening
- 1. Reduction in car parking charges might encourage more people to use town centre shops. 2. Reduction in shop unit charges (rates/rental levels) might ensure that small businesses can afford to operate in Stratford town centre.
- 1. Increased attention commercial tourism interests. 2. Increased attention to retail and

commercial town centre interests

- Encourage more local shopping by free or longer, cheaper town centre parking on street.
- 1. There should be defined and clear agreement between planning dept. offices and elected members of Planning Committees. Offices tend not to give proper consideration to the overall and long term aspirations of the community. 2. Facilities for the disabled and associated organisations like ILEAP are facing cuts. Such facilities should rather be improved even at the cost of a higher community charge. These persons deserve society's protection. The expected closure of the Saltway Centre should be voided and it's capacity improved.
- An increase in the visibility of police in our area
- 1. Policies take significant account of the economic importance of Stratford's heritage 2. And planners actively seek to preserve it
- No more residential development until the infrastructure has improved. I consider we are near breaking point. Shipston Police Station should not have been shut
- -Getting improved value for money in the district across the piece. -Follow up on damage caused by using external contractors for work eg roads, pavements etc.
- The housing need can be partly met by a focus on brownfield sites and SMALL developments, not ones of 100+
- Electricity generation through incineration of rubbish Council improving recycling rotas through talking to members of public
- 1. Move away from "affordable" housing issues, house prices find their own levels. Why should this government/council be in the business of subsidising some people, and not others? 2. People living in subsidised housing should be very aware of their responsibilities (99% are), but those that cause trouble/inconvenience to neighbours should have that privilege taken away QUICKLY!
- -Better transport for small villages -More support for village activities which bring isolated people together
- 1. Public tpt to be increased for outlying villages to come into Stratford 2. Social Housing for young unmarried men and women
- Longer free parking times Roadworks co-ordinated with utilities
- Preserving Stratford towns tourism
- 1. Rural crime 2. Pollution
- A proper bypass linking round Stratford from roundabout at top of Banbury Road to Warwick Road and to the roundabout at top of Alcester Road before any more houses are built south of the river.
- 1. Improved services and access to services for young people i.e. age 12-21 2. Land use: a planning policy to better integrate communities. A community that has work, shops amenities and local services within walking/cycling/short bus ride distance will reduce: - number of car journeys -carbon footprint -congestion -motor accidents -noise
- -Reduction in car parking charges -More non drinking areas
- Pedestrianisation of bridges/Wood St./Greenhill for Sheep St. and Waterside to encourage more shoppers Positive approach to shop closure by lower rents and business rates to reverse the present demise of Stratford Town Centre
- Strong incentive for independent retailers to flourish in the town centre More care in maintaining the architectural heritage in new builds
- Transport in rural areas
- Improving broadband provision in the area The necessity for much wider pre-planning discussion to ensure the existing infrastructure can support any planning application for an increase in the number of homes in the district; and to avoid piecemeal planning decisions
- The renovation of substandard or abandoned housing as opposed to building new. The use of empty properties to accommodate persons on housing list
- Whilst not the SDC's direct concern - they should be pushing Warwicks county council to develop a play to improve the road system
- Housing for purchase for the elderly or over 60's. Good transport service i.e. Bus to local town at decent times
- An increase in support for local small businesses
- Talk to local people find out there grievances and try to encourage them to talk to you Encourage people to be more involved in local issues
- Local council needs to do more to support local business. Town centre is dying

- More consideration to the requirements of local people Help for small traders to encourage more choice in local shops. Do something about Bell Court - ideal venue for markets instead of disrupting traffic in bridge street
- Making residents feel proud of living in Stratford Representing all age groups
- Q1. Wasted and facile. Everyone will want all these things
- Higher quality infrastructure, lower council tax
- Easier routes to accessing local services/information and/or better promotion of local services. More affordable housing for low income families/singles.
- There is enough housing to address most of the local need if all empty homes are brought into use. Any new build should be modest development (15-50 homes) spread round the district being in employment is entitled for a reasonable quality of life
- Reduction in waste at local councils. Councils need to operate on a business footing.
- Ensuring that new housing provision encourages a mixed age population
- Council housing priority to local British people Greater focus on starter employment for local young people
- Local people should be given greater weight in their views over planning issues. Parish Council views should also have more influence. No travellers on green belt land
- Development of District's infrastructure
- -Increased communication links in rural areas -Increased traffic calming measures in rural areas close to large scale business's
- Additional efforts to be made to increase ON street parking to allow easier access for passing motorists to local shops. Address issues of wheelchair users access to local shops
- More police SEEN in rural areas More buses in rural areas
- Attempt to make the area crime free
- New primary school
- 1. Improving transport infrastructure 2. Improving council efficiency
- Protection of green belt against development.
- better broadband facilities to enable small businesses, encourage working from home to reduce carbon footprint
- An increase in scepticism about climate change
- The problem of traffic management in and around Stratford and surrounding areas. The chaos raised by buses clogging up the town centre (eg Wood Street) stopping the flow of traffic from Windsor Street, Pother Street and Greenhill Street
- The effects of parking charges in Stratford on trade in the town centre
- 1. Desperate need to Studley by-pass to be reinstated at national level. 2. Future plans for Stratford-upon-Avon TOWN CENTRE to be "visible" to all
- Council could discuss methods of providing work experience in council departments for unemployed for local residents and also discuss how local industry can support such an initiation. Improve access to Public Health depts.
- Benefits Policing
- A better use of empty residential and commercial properties in the area
- Reduction of flooding Vulnerable residents
- Maintain the good telephone service when people phone the council. Carry on giving the names and phone numbers of the right official to help them. Support rural transport such as bus services, community links bus, dial-a-ride and so on.
- 1. Support to small local businesses 2. Robust arrangements for residential/business properties that are empty and require refurbishment (particularly external!)
- Public transport being more accessible and affordable for rural community Policing - visibility and response to crime as neither satisfactory
- An increase in design for the built environment Further wide-scale reductions in anti-social behaviour
- Help for people who pay 10% or more of total household income to council tax. Maintain free bus passes for over 70 year olds
- -Some activities for teenagers and young adults -Sort out the Sports Centre and introduce some activities i.e. Tai Chi, Judo, Karate etc
- Better and more affordable transport
- Improved residents parking for Guold St/Shakespeare St
- -Speed reduction -New railway plans Long Marston. Reduce traffic
- More visible police in the area. Faster response time. Took 3 days to come out to a

burglary

- Local transportation services for the vulnerable i.e. easier to access and therefore bringing a widespread community closer together
- -An increase in strategies to improve the experiences of tourists -To develop a strategic plan to build a fully developed ring road system for Stratford
- Transport-services to areas other than Stratford Viable-rental property for business
- Reduction in disorder within the town at night.
- Support for the young in youth centres and for preschool provision No reduction in policing
- 1. Purchase or otherwise of the orig hall by the community. 2. Development of cycle paths in the district.
- Cars parked on roads in villages, other cars going up and down village roads, causing congestion. A great danger for children going to school.
- An increase in local parking facilities
- 1) More rentable houses in the area 2) Proper road repairing in the area
- XXXXX-Stop Large, heavy HGV (lorry's) going across the old Clopton Bridge spend money and build another bridge along side this old bridge. Someone should check the number of the above lorry's going across this bridge in one day, it was not built for this sort of transport.
- Weight of traffic over Clopton Bridge through Stratford up Birmingham Road. Retail Park too big for traffic access. More retail outlets south of Stratford
- Rail connections More local village shops
- Clear statement of short (2yr) medium (5yr) and long term plans. Access to decision makers - who? how?
- 1) Stop the proposed destruction of the Greenway with a rail link. 2) Stop the Draconian car parking and policy and dreadful signs. Tourers complain and we do not always see them again! Car parks should be free: Parking on roads illegal!!
- 1) More support re (eg) vandalism / anti social behaviour! 2) More police presence + actions
- More council housing 3 bed+ Dog wardens on the streets by schools monitoring the dog mess situation
- More consultation over parking More attention to pavements and gardens
- Crime and asbo and hi vis for policing
- 1. Traffic reduction/management (I realise that this in part is WCC) 2. Sustainable and economically successful town centre and preservation of unique advantages of Stratford - specialist retail, quality tourism, less tat, less Disney land. The new Jack Wills shop is a good result of this policy
- Increase parking time on main streets. Not good for shopping - what can you do in 30mins
- Transport-Integrated strategy especially mindful of 18-25 age group and problems accessing education and employment. With closing of access points such as Globe House Alcester a digital inclusion strategy using interactive IT
- Traffic control especially a weight limit on the Clopton Bridge. Council to prevent further losses of older businesses in the town, by reduction of council tax and rents etc.
- Increasing availability of sport and leisures to villages (i.e. Wellesbourne) and generally taking more account of needs of people living in (and outside) villages - this is a rural area and nothing in the strategy reflects that.
- Gypsy sites should be dealt with in line with the residents views i.e. not allowed to develop at all illegally. Staff reductions at local and district level with increased productivity.
- Public transport. The reduction in evening buses causes a lot of inconvenience for those people who work on SoA and area and then are unable to get home without using taxis.
- 1. All of the above must include a specific category to provide for those young people who have inherited an economic outlook that is much worse than that generation has to face in last 50 years. 2. Reversal of the decline in retail outlets in towns and villages.
- More houses to rent or rent/part purchase. Better transport links
- Improving the environment - plant more street tree's and planted areas. Traffic management in Stratford. Pedestrian areas in the centre!! More traffic around Stratford not through it!!
- Support for young people to get into work - this may need a change in employer attitude (as well as that of SOME young people). At the very least, maintenance of current public

transport levels (at affordable levels) so that people can get to work

- 1. Transport Many services and events are unavailable to residents because of lack of transport to and from them
- Please stop closing everything in Alcester. Police station, hospital, the list goes on
- Moving on single people in larger houses to allow families - no choice
- Stop the reduction in amenities in villages a reduction in heavy traffic through villages
- Reiterate = housing for the young! jobs for the young!
- 1. I identify ALL empty property whether privately owned or council. Consider compulsory take over/control of private property in need of refurbishment for LOCAL people. New builds NOT necessary but better use of local housing stock is crucial. 2. More litter bins = less need to constantly pick up litter
- Local police presence/services - i.e. decline in fire stations, no. of police available due to cuts in services.
- More affordable housing is available by bringing unoccupied housing back into use and by developing brownfield sites. Provision of a bus depot to prevent congestion in Bridge Street and Wood Street. This would reduce carbon footprint as buses could be forced to turn off engines at the depot.
- Improve infrastructure (roads) to accommodate extra housing and encourage "economic vitality" Help for families moving from "Jobseekers Allowance" to "Tax Credits": at present, there is very limited and diminishing support.
- A few people dominate (or appear to) the views in the town of Stratford. Often they are unrepresentative of the general demograph (i.e. Voice, STRATFORD Society) Views from a range should be encouraged and published too. Citizens panel provides an excellent opportunity.
- Low cost housing so young people can stay in the village. Also needed small houses or bungalows for older residents to down size
- Maintaining the historical aspect of the town and improving shop frontages to help maintain this image.
- When building affordable housing, why do you always have to build big unaffordable housing.
- Spend less Save money
- An increase in housing provision for vulnerable adults. Looking to bring more shops for locals - bakers, greengrocers etc back into the town centre. We could become a hub for speciality food shops.
- Safer town More industry
- An increase in the number of private and housing association rental properties to local people through the renovation of empty properties.
- ?
- Supported housing for people who would have to go into nursing homes otherwise.
- Bring life back into town centre by less charges on rents and rates. Open up council car park to shoppers and let employees use a free pass on park and ride.
- An increase in available local transport
- You all talk about affordable housing but where is it and why is it that there are lot's of people living in this town that were never born here or in England yet go down Birmingham Road, Park Road, Clopton Road, Clopton Court and you will find lot's of outsiders but no Stratfordian's. You should go round town and listen to people but you don't want to know
- More affordable housing Residents able to find work
- 1. Security 2. More aid for old people
- 1. Free entry to leisure centre for pensioners and children 16 and under. 2. Make decisions on building with some urgency
- Housing being more available at a locally affordable level and an increase in local employment
- The amount of reserve money the councils keep back while cutting services. The amounts they are prepared to waste on consultancy (i.e. river bridge) World Class Stratford only to abandon projects
- No licensed premises to serve alcohol after 11-30pm Traffic lights to have longer pedestrian crossing times
- A reduction in the number of houses being built and more attention paid to houses being built or improved in the town.

- Improved Infrastructure 1) Transport Hub (Bus Station) 2) Link between railway station to be shared with other transport
- The proposed development of housing at the Norgren site could affect Shipston's unique character. A large supermarket could be a disaster, although a small convenience for local residents would be acceptable provided it is not allowed to grow in size. The proposed housing at Norgren is more than enough. Residents would have to travel to Stratford, Banbury or Oxford for work so more housing should be provided at those places, where work is not at Shipston. There will be more cars travelling longish distances badly affecting the environment.
- 1) Improvements to local infrastructure 2) Encouragement of commercial activity to come into area
- Cut wasteful spending on unnecessary top staff. Council workers to use the park and ride.
- I think there are too many traffic lights in town and it causes problems with the flow of traffic and I think it's getting worse.
- To bring forward the date for the strategic housing decision to stop the over development of housing when there are no jobs in the district for any newcomers.
- Speed camera's along A435
- 1) Greatly improved rail access to the town directly from the south and allow movement to and from much easier. 2) Provide a central town bus terminus in the town to prevent chaotic conditions which frequently occur at the bottom of Bridge PS I know the two above transport items are the main responsibility of the useful WCC administration but sort phones, wake them up.
- 1) Reduce the number of people seriously injured or killed on roads in the district 2) Increase the opportunities for the under 25's to find employment in the district.
- 1) Housing developments should be limited in number? 2) Council business rates should be reduced in main towns in the district?
- Section 106 agreements should be more closely monitored to see i) that they actually happen and ii) that they are not allowed to lapse once they are up and running. e.g. The 106 clause that the grassed area at the centre of Old Town Square is to be public open space and the gate into it from Holtom Street is not to be padlocked: it is however padlocked and all access to the public open space is only accessed by keyholders i.e. residents of Old Town Square.
- Basically - affordable housing essential in order to reduce costs/comparison with executive housing. ALSO. Residents should be able to sit on planning decisions made by local communities, who are not architecturally trained (I am), and yet influence/control visually that which is built. It is essential that the unqualified should not dictate housing approval of any sort.
- 1) A southern bypass, from Banbury Road bypassing Tiddington finishing at a roundabout at the road junction to Snitterfield. 2) A central bus station
- Clean, attractive streets / town and village centres - no litter; no dilapidated or poorly maintained properties/pubs/shops etc
- The two very important issues are already included in the above list - which I have marked. Parish council (i.e. local) opinion is vital concerning local housing and planning matters.
- It is vital that local transport services are kept at the present level and if possible improved.
- Night club's in Stratford and other towns restrict licence hours. More visible policing at night in hot spot areas.
- Encouraging shops/businesses to use Stratford town centre possibly by reduction in rental rates.
- Better rural services. Free parking in some areas in Stratford.
- More say for residents on the town and not being told what will happen by out of town organisations and council
- Pedestrianisation of town centre (thereby helping carbon footprint) More affordable housing, why not consider prefabricated houses?
- Police cover for crime not wasting time on speed cameras.
- Making the district safer - 1. Less crime 2. Less drug use
- Making it a better place for residents to live and not being a giant car park!! Needs more parking for people living out of town to park and work in Stratford

- Reduction in through vehicular traffic, especially large trucks going through the town centre. Should be restricted for deliveries only. Reutilise the town shopping (high street shops) restrict Maybird Centre development and locate (Sainsbury's or Waitrose store on other side of river to balance the traffic)
- Proposal to solar panel all council's buildings. Housing to be allocated to Stratford only people of affordable price. Not from any other area.
- Promotion of fringe towns/villages has added value to the main centre. Better bus services to fringe towns
- Reducing level and density of new buildings and thereby increased traffic congestion.
- 1. Reducing traffic in town centre. 2. A need to increase education facilities (schools) before more housing development.
- Aim 2 - Relaxation of street parking restrictions and reduction in charges to encourage more people into the town to support local businesses
- More policemen and attention to the general security of people or property
- More affordable car parking space and a encouragement to support local traders
- Green energy development not allowed to detract for the local landscape. Distribution of affordable housing across the district
- Provision of sufficient primary school places within 1 mile of home address
- Support for small businesses and sme's
- I think more thought needs to be put in about the type of shops allowed to open in the village. There are too many takeaway and fast food outlets than we could possibly need.
- Boosting shopping in the town centre. i.e. improve parking and assisting small businesses. Improving advertisement of services i.e. dedicated page in local paper laid out cleanly and concisely
- I am concerned the government will weaken planning laws to stimulate the housing market at the expense of small towns changing them for ever. What's the point if buyers can't get mortgages?
- Reduction in time taken to process planning applications. Increased support for start up businesses
- A reduction in the risk of flooding. Inc in propn of people who feel they can influence decisions in local area
- To significantly increase access to Stratford town and encourage this by - Free parking, Less traffic wardens, Improved mobility on the main routes into town, Improving the mix of shopping experiences in the town - no more cafe's. Less dependence on the Shakespeare connection. Free transport within a 2 mile radius of the town
- An increase in the publics knowledge of things like the need for affordable housing in the area and the need for economic vitality across the district - so that we can make properly informed judgments about questions like the one above
- Help small local businesses by looking at commercial property rates. High Street retailers are vanishing. Council need to look at where they are spending money and ways council need to save money and help local business. Support your local family business
- Traffic congestion issues (from Alcester road into town)
- Hopefully SDC will avoid a supermarket being built at Shipston-On-Stour which would ruin the small town. Hopefully SDC will support the Ellen Badger Hospital at Shipston and take action to prevent its closure
- All above are important, so difficult to choose 4
- Action to resolve traffic jams in town during rush hours. Action to eliminate lorries from the town area
- Increase in sheltered/ warden controlled housing
- Economic vitality Linked with affordable housing Value for money services
- 1. More free parking 2. Better/some parking
- More bus stops for easier access to bus services in the area. More frequent service of mobile library (it is now once every 3 weeks, could it be back to once a fortnight?)
- 1. Reduce the extent of Housing Developments. 2. Bring back some life to the town centre and reduce the numbers of food outlets. Landlords need to reduce rents. Reduce costs on parking or remove the charges completely.

Appendix 2: Residents' comments relating to how they have answered statements' question 8

164 comments in total, displayed by localities

Alcester/Bidford locality, 24 comments

- Too much money is spent by Warks CC on their structures e.g. area based committees Stratford should reduce its contribution to Warks CC. The police however are managing their budgets well and should continue to be supported. We have too many Councillors for an area of our size. The number and hence cost should be reduced. The cabinet system has reduced the powers of councillors significantly. We don't therefore need as many.
- Not approach SDC on any issue except cost of replacing large with smaller wheelie bins. why make them so big for rubbish?
- The contraction of face-to-face services in the SDC area (i.e. outside Stratford) results in difficulties for disabled/disadvantaged who are expected to use video links in public places where conversations are easily overheard
- Not easy to answer as my personal utilisation of SDC Services is limited. However the ones I do benefit from appear to be good overall. Councils won't have enough money to meet demand.
- Rubbish collection weekly
- Public conveniences in Alcester particularly are not cleaned often enough/thoroughly enough and are always smelly. Service of Environmental Health is very slow and appears under resourced (noise monitoring equipment availability)
- Some services, which were available at Globe House Alcester are now only available in Stratford and whilst I appreciate the savings made by centralising these services it is certainly much more difficult and expensive for residents living outside Stratford.
- More amenities i.e. swimming pools could be provided for subsidising towns and not only for Stratford
- Some SDC services are difficult to access at convenient places. Especially as public services are cut, it will get harder
- Insufficient awareness of other people's needs to comment
- No street lighting in vulnerable areas of Salford Priors. Disconnected by order of the Parish Council as many are deemed unsafe. They should have been properly maintained and modernised (low energy) over previous years. They seem to spend money on planters etc instead of getting their priorities right.
- Imbalance between urban and semi rural areas. Almost by zantive approach by service providers to understand needs of semi rural communities and their needs. Service providers still don't seem to talk to one another and only happy within own "boxes"
- Please don't over budget for these services
- If people are not happy with the services, they have the option to complain. Very often when things are brought to SDC they do respond for example pot holes in roads and fly tipping burned out vehicles etc.
- Administration of council offices is useless. The phone is never answered promptly. The person you want to speak to is never "at their desk". Planning department is especially bad. I wonder where all these people are when they are not at their desks. Obviously not being supervised.
- From my personal experiences with SDC services (i.e. car parks, parks, refuse collection etc). I would not say they are overly good but I would also not say they are particularly bad. Overall I would say I am satisfied but would like to pay a little less.
- For Q8-I don't feel I have a broad enough knowledge to form a judgement based on such sweeping statements - I would think this is a hard question to evaluate accurately.
- I feel the council wastes money on council staff benefits, the parking is expensive etc. The council tax should be used for the benefit of the community NOT to offset the council staff
- Satisfaction levels in Stratford upon Avon rise when more knowledge of similar councils. Failures elsewhere are known.

- It would be hard to select or identify these services in detail.... but they seem appropriate this year, everything runs smoothly-so ok. Perhaps SDC should advertise more often, or inform electorate of the success in defining the service more often to the public.
- What % of my rates goes towards the pensions of public sector workers?
- These questions are too vague or even loaded. They may have sounded sensible when planning this survey but they don't make sense from here.
- General provision is very good - any cuts should come from non essentials like lighting up times, poster campaigns etc. Free posting back as per this form
- I feel I don't have enough knowledge to answer properly

Henley/Studley locality, 16 comments

- Not enough consultation for change.
- the way people want them ... we are rarely asked and have little choice over the policy
- I live in a rural village so my experiences may differ to others. Making sure the basics are done right, every time, has the biggest impact on customer satisfaction.
- My limited use of the services do not allow me to give much of an opinion
- I live on a park home estate, we pay council tax yet our roads are never cleaned or gritted like everywhere else why not when we pay the same as everyone else
- Not sure about footpaths maintenance for site (public as in rambling) rights of way. They do not seem to be kept in good condition and no feed back, on complaints from Merryuale Earlswood area
- SDC Need to take a close look at the private sector to learn some harsh lessons on trimming budgets. 1. Staff reductions (licensing, housing, finance) 2. Sale of assets (land and buildings) 3. Office closures
- I'm happy with the above services.
- Since I don't know how much money SDC has I can't really judge the 5th statement, but suspect that it never has enough for everything! (and never will now)
- There is no presence in Studley whatsoever. This is an unacceptable situation
- Demand will always exceed ability to finance - this will never change
- I believe the Council needs to "buy in" services not PROVIDE them and RUN them eg. Public conveniences and leisure centres. Access to private leisure centres should be on need eg. via GP or INCOME
- Studley has lost its fire & rescue, police centre library etc. The by-pass has been de-listed etc. Waste ground next to Co-operative store remains an eyesore - how much longer?
- Living in a rural location street maintenance is very poor to the extent it is often dangerous
- I do not have much experience of these services, but do not hear many other complaints
- Not sure

Shipston locality, 27 comments

- Questions are far too generalised. Specifically planning dept - perception is of a lumbering and fairly useless department.
- You will need to take tough decisions on employing people in 'nice to do' rather than essential areas of activity. We can all get by without too much Health and Safety or Environmental Planning activity for a few years. Getting rid of people gets rid of most other associated costs. Neither do we need 'Marketing' Officers.
- There is a tendency to rely more and more on people having access to the internet and/or being able to sort out a problem on the phone - both disadvantage the elderly.
- General areas are in reasonable condition. I feel streets need to be kept in better order and condition and need regular sweeping. My local refuse collectors are of poor attitude.
- Shipston on Stour feels like the poor relative to S. District
- There are many people who use waste collection services who do not use recycling as effectively as they should. Most of these people move to the area usually temporarily

- renting somewhere and are not trying hard enough to use facilities effectively enough.
- Q7 - Do not spend money subsidising housing and spend money on the anti social families, by taking away this privilege of subsidised housing and moving them to a less desirable area
 - You will never have enough to achieve the ideal. The trick is to balance the requirement. SDC's services are a lot better than most!
 - In the hamlet of Ascott (CV36 5PP) there is a dangerously positioned 30mph speed limit sign - only 38 yards from a sharp bend. Can have no time to reduce speed before bend. On a complaint of such, the Council declared - after 24 hours - that "they had not got the funding". Of any report of "dangerous" - they SHOULD have the funding to, at least, inspect.
 - I have always found telephone, e-mail and direct contact with Council officers very satisfactory
 - At present I do not access many services provided by the council except generic services which is reflected in my response
 - The domestic refuse should be collected fortnightly. If people recycle correctly the refuse bins would not be full. Large green bins should be provided at car pull in's on main roads
 - Those services I need of refuse collection - I find quite adequate, of others I don't need I don't feel very qualified to comment
 - I think all the services provided by SDC are generally very good considering the amount of finance available at this point in time with wage incomes generally static maintain services at the present level without the need to increase Council Tax
 - I can only really comment on public services, such as refuse. public parks, toilets and leisure. I do not access any specialist i.e. elderly, disability, housing etc services
 - Compared to Solihull it is A LOT more. Hard when you live outside Stratford to justify the council tax. In villages - not always is it visible. Glad about recycling - great opportunity to help!
 - As with the current gov't "savings scheme" - cut backs are inevitable but can be lethal to communities. Children support groups, nursery care, youth programmes all drastically cut and no mention in any of the above thus can. Should always try to keep young minds busy with projects and useful "wholesome" things so as to inspire, not deflate. Cheapen childcare, nurseries etc allows mothers/families the option of returning to work promoting a better economy
 - Three street lights in my area has not been working for quite a long time with no interest from SDC
 - People need to take more responsibility for their actions and place less emphasis on their entitlements. If we did this the councils costs would be greatly reduced.
 - I use hardly any services so this is hard to answer
 - Stratford upon Avon (DC) Leisure Centre! Needs updating while the council encourages people to exercise etc and use its facilities! They fail to realise (eg) the cost of joining the gym etc! Plus kit etc! Up to £300 per annum. Plus up to £4 parking for 4 hours! (Car park) Making the use of above facilities out of reach of eg the jobless, benefit claimants etc! Many would love to exercise etc, be kept off the streets! but now way for many.
 - I live in Shipston. Apart from the very good recycling scheme SDC is not apparent. Litter bins etc are all provided by Shipston Town Council. SDC could plant more tree's, improve the car park planting and sure WCC maintain the A4300, roads and pavements better!
 - It is extremely inconvenient and costly for rate payers now that Shipston-on-Stour Council Office has closed. Also that you can no longer pay by cheque direct to the council. With reference to the last question - I have no means of knowing whether SDC has enough money.
 - I do not feel I know enough about how, where etc the SDC services are delivered. I do believe that money is wasted on un-necessary signage (old road Shipston - new parking signs) but I also believe that I benefit from a good service all round to meet my families needs.
 - Where I live, Shipston, there are good services. If more house building how will they cope without more expense to SDC

- SDC, I suspect, has NEVER enough money to meet ALL demands made upon it. It does well to balance actual resources against demands made upon it
- As far as I am aware SDC services seem to fairly good Shipston-On-Stour police station was refurbished and then closed to the public

Southam locality, 26 comments

- Q8. I don't think my perspective of the services is sufficient to give you a competent answer.
- Seem to just concentrate in Stratford
- Rural areas
- We know there will have to be savings, so it's best to protect the poorest, even if it gets a bit inconvenient for the rest of us. The sole exception should be avoiding environmental damage
- I feel living in a small village for the council tax. I pay being a single occupant is quite enough as I do not enjoy the shops transport and hospital facilities. Stratford residents enjoy
- Obviously can only answer for myself. I don't know about "people"
- So far, when ever I try to call the council for information, you are always available. However the council area here where most of our tax is being spent, is mostly where most of rubbish are dumped, housing is messy and they are seen to be allowed to keep their area messy, because they don't own the place, both the "council"
- The service that I personally have anything to do with I find are very good
- There is more than enough money for all basic needs. Too much is wasted on fanciful nice to have services which are currently not affordable and need to be cash controlled.
- Do not feel I am qualified (i.e. I do not have enough information to answer this
- I would say to maintain current levels of provision that there must be an increase. I would also state that bars and takeaways that feed the night time economy should contribute much more to the early morning clean ups of the towns
- The provision of services should be at individual needs, say on indiv. or group demand, money and resources all wasted trying to provide services for the Dist as a whole.
- I am aged 77, my wife 69. We have a very good life in Southam thank you, but resent the amount of our council tax being spent in Stratford Town which we rarely visit. We use the free bus pass at an average of 3 times a week. I play a lot of golf and find Newbold is a great course.
- You can never tell what other people desire some are satisfied other may have issues
- Because we live in a village many of the items on this questionnaire are not really applicable
- More training is required for the "public face" of planning. Either that or get rid of the laypersons and engage more proper planning people in their place. Thanks to miscommunication of a grand scale, a small development that we wished to do is a year later but is going ahead now.
- It is a difficult question! I believe the SDC services are efficient in the Southam area. I have no experience out of Southam.
- SDC fail in the village
- Save money!
- Re_ Verge trimming and open spaces I feel money could be saved if these services could be started at the start of March and the end of November. There is no grass to cut
- All the statements seem to apply to Stratford and immediate surrounding areas, but in Southam, I do not believe me receive the same level of service.
- These questions were difficult to answer because for a lot of services, I don't know enough about them to be able to say whether or not they are good quality. I don't use a lot of them. Also, regarding collection of bins, I often find that our bins are not collected and sit out for another two weeks waiting for the next collection.
- Street cleaning; most of the time the two operatives seen in Southam in the morning just sit in the truck or drive around, I've never seen any real work done. SDC services are delivered where people want them? No SDC looks after the town (Stratford) Everywhere else comes a distant second.

- Living in a rural environment it seems sometimes that resources are directed at urban areas. Also Bishops Itchington is on the very edge of the district and at times feels isolated it is closer to WDC.
- Planning decision process too slow Planning process is too bureaucratic
- I don't think money is always spent wisely

Stratford locality, 49 comments

- There is always room for improvement in deliverer for 'when', 'the way' and 'where'.
- Overall I believe that council services are delivered to the level that I would expect but I make this comment on the basis that I haven't accessed the services that can be provided very much hence the middle of the road answer.
- Not enough info to answer
- Increasing leisure and educational facilities, especially for young people, and also the supply of affordable housing strike me as being vital responsibilities of the council. I would be prepared to pay more council tax to see an increase in this provision.
- Difficult times mean difficult decisions
- As I haven't really used all the services, I cannot comment on them.
- I pay a much higher council tax and don't feel I get value for money.
- As I only used a limited number of the services provided by SDC it is very difficult to answer this question - my experience of SDC has been excellent and I think that the town always looks clean and tidy.
- At the moment I am banned from driving because of a heart problem, this means I use the bus service and am grateful for the bus pass. I do note however that the ticket I receive does not always state the correct destination i.e. giving a stop further on route. We have been in Loxsley Road for over forty years and have always enjoyed good services all though we find it hard to pay the Council Tax on our property which is high for disabled people on fixed incomes. You have cut services for young people, in particular the department that went around Stratford at night talking to young people and advising them of what was available to give them a better future and calling on schools to advise students of future prospects. In five years you reduced the staff in that department from 26 advisers to 5. Youth should be your priority!
- Throughout the global economies Local Government needs to, at best, keep expenditure static and now is the time to use minds to look for efficiencies in how to run the district in an improved way without increasing expenditure.
- I do not have a detailed knowledge of /experience of SDC's services on a personal level to be able to comment on the above general statements.
- It is a great pity that councillors decided not to relinquish £500p.a. from their allowances. It should have set an example and confirm the belief that we are all in this economic mess together. I realise that councillors have varied work loads, but are councillors up for election to serve or is it a nice little earner? Either way it was a missed opportunity in these days of severe economic recession.
- People will never be entirely happy. People always want more which involves more money.
- My family and I have had experience of 8 local authorities over the years. The services here particularly involving library and parallel functions have not proved to be outstanding. Therefore my answers are based on comparative experiences.
- SDC could never have enough money to meet all the clients expected demands!
- Well - I consider public toilets for disabled are very necessary - you have denied access to disabled parking on the waterside - where are these people supposed to go?! HAVE YOU TRIED WALKING IN SEVERE PAIN ON CRUTCHES TO FIND A WC?? Are they supposed to carry a commode on their back?! Short of parking on opposite pavement there is NOWHERE to park conveniently? Your services for disabled toilets is pathetic! Many disabled can't walk more than a few steps - suggest you talk to severely disabled drivers and LISTEN to what they say! The able bodied are very unaware of the difficulties of the disabled and are generally disinterested and dismissive of their problems maybe you will prove me wrong!!
- -Should some level of Council Tax apply to properties in the District that are long-term empty? -Second homes should pay 100% of the Council Tax applicable to the highest

- band -Further, higher bands should be created for the biggest/most expensive properties
- SDC efficiency is overmanned and Council in denial. Temp staff working for the Council inform me how low is the level of productivity - in comparison with commerce/retail employment. Senior managers difficult to contact - they seem to spend all day "in a meeting".
 - Some services i.e./availability of customer service advisor's can at times be of a poor standard. There have been occasions when contacting the call centre that you have to leave a message and someone then responds, sometimes 24 hours later. Provision of services across the district is generally good. Southam and Shipston on Stour areas could be improved.
 - I do not support the employment of town, but do not know which heading they come under. The Q asks showed we increase/ decrease spending on CCTV, sure it has already been slashed by 50% +! Business, RSC, and SBT should be paying the cost of promoting tourism
 - Cut the bureaucracy and waste. - Pensions c final salaries. - High salaries - Company cars - employees kids drive!! - Use short term contracts, not permanent. - Stop the MOP!
 - The quality of, for example, litter and refuse collection is excellent
 - As a resident and retail manager residing in Stratford town for over 30 years I have seen the decline in services the SDC has provided with overflowing bins dog faeces regularly seen around the town and a lack of policing in the town evenings when fights break out and broken glass is seen on a regular basis in the town centre I myself and my staff have to clean up broken glass on a regular basis
 - Current economic climate: -Difficult to develop with cost reduction on Councils etc - Prioritisation always takes place, but must look for innovation
 - I have been waiting three years for a permit to park close to my flat. I have been told my flat is in the wrong zone and I have to park is a minute walk away!
 - Residents requested yellow lines down both sides of Bridgetown Road. An objection to yellow lines was raised after the closing dates for such objections. An unsatisfactory compromise was implemented. To add insult to injury the main challenger has now left the area. We are still having to live with the unsatisfactory compromise.
 - I would support extra spending on the council if I believed that it would be spent wisely and in a manner to improve the town of Stratford upon Avon. Clearly the geographic reach of SDC is much wider and whilst the region is so extended the council resources are probably stretched. However, Stratford is the hub for the region and in the last 15 years been the dumping ground for bad development, a deteriorating town centre, chaotic traffic management etc etc.
 - -I pay my taxes, I try to keep my head above water. I feel tourists get a better slice of Stratford than I do. -Being a resident of Stratford makes you feel second class to its tourists. -I have to work in Warwick because I cannot get a job locally even though I'm paid minimum wage. -I have to drive from one side of Stratford (racecourse) to Warwick. Roads are aimed at improving life for tourists, not locals who have to travel around and through Stratford. -Lights at bottom of town should be co-ordinated to allow drivers to filter from bottom of town onto A439 rather than queue build up through town. Road planning is mad and disjointed. What idiot made Waterside one way, making getting though Stratford town difficult for Evesham Road side residents.
 - SDC cannot please everyone but overall they do a good job with given resources. SDC need to think outside the box in identifying how they can get more out of the existing budgets. e.g. Targetted sponsorship of activities by local businesses.
 - Not possible to accurately assess some of the above questions, as more in depth information would be required: only possible to answer subjectively (does it affect ME, rather than the wider community)
 - More "dog poo" bins are required, especially within the new housing estates - eg St. Peters Way
 - -Call centre staff often poor quality in advice -Long wait before phone answered only to be returned to call centre staff unable to answer questions with which one can be confident in -In each department officers need to answer phones and deal directly (rather than having to deal with contact centre) When able to get hold of department,

- they can be very professional and helpful i.e.: from experience - conservation (listed building), revenues (council tax), elections (registration)
- In general I feel SDC has the interests of Stratford at the heart of its agenda
 - I am sure there are always ways one can improve any service. It is always good to review how funds are spent rather than just increasing funds.
 - Difficulties in getting answers from staff on ownership of our roads
 - I answer the questions as a resident of Shipston on Stour. I wonder whether SDC have the capacity to deliver consistent services over the wide geographic spread of its area.
 - I would hope that a common sense/good housekeeping attitude prevails looking for less waste and red tape. Less waste in glossy info etc / targeted cleaning etc. Business is the lifeblood of economic developments - I would hope that they are supported / encourage to succeed
 - The £26.36 on "other" services is higher than any other category detailed on the previous page. Whilst this might be statutory it doesn't exempt it from challenge and doesn't mean it is being delivered of the lowest cost or in an efficient way. The simplification of benefits should reduce these costs? Also council tax collection should cost relatively little with the regions enforcement of direct debit payments.
 - Services provided are not efficient and are mainly called out at a poor level.
 - The roads and pavements where I live are never cleaned, there are lots of trees and when they shed their leaves it is very dangerous for elderly people who could easily slip over, nothing is ever checked. I have emailed the council about lights out and road sweeping, the service is very poor where I live.
 - The level of SDC service is quite good but not as most people would prefer. For example, most people would prefer repairs to be Stratford upon Avon based. Employing Stratford residents, and preferably for the same work. Man to repair any failed repair.
 - I think too much is spent on paying traffic wardens - there are too many and their wages area too high. Also we disagree paying for residents parking and the way the current system is implemented - it could be cheaper and use new technology to be more efficient, reducing staff required to administer it.
 - If all paid staff did their jobs diligently and took pride in their job-more would be done! More use of unemployed helping and learning so they could be employable in the future.
 - Re. Quality of services-over the past 2 years I have asked through my local councillor for information on levels of air pollution and noise pollution at the Mop Fair. I have not received a proper reply despite repeated requests.
 - Money could be saved in SDC office and spent on providing a better service to the general public
 - Found this too general. In essence I believe that service levels should be pitched so that no increase in Council tax is required. Although this means cuts because of inflation we should be looking for opportunities for the local community to undertake some of the???. So instead of imposing fines lets impose community service only affect into like park maintenance, road cleaning, crime prevention, to their people. In this way the service is provided but at a marginal cost and more overall involvement in local matters.
 - SDC are unable to make decisions, decisions that are made take too long and don't represent common sense. The extra lights on the one way system for example, increased congestion. SDC are choking small companies with high rates therefore stumping growth with high overheads. Now we have too many corporate companies, this is not what Stratford wants to be or should be. Increased small business growth will help develop tourism
 - When where and the way is vital to be inclusive
 - Your news sheets suggest you are performing well as a District Council. However, there are concerns about some of the services which are increasing costs and they need to be contained. As a Tourist Centre Stratford-upon-Avon is losing its position in the market place.

Wellesbourne/Kineton locality, 22 comments

- Generally i think the services are good. i think that waste in provision should be investigated and smart working must be the way workers operate in all areas.
- Have not had much experience of these services and can only be specific by experience
- Inevitably priority is given to main areas of population at the expense of smaller communities
- It is not just about the amount of money allocated but how economically and effectively these services are
- A review of refuse collection should be taken, if you live on your own you pay considerably more than a house of 3 to 4 or more. Single people should be given a greater discount
- Mostly good, but my point is that for some emergencies an instant, on-call service might be good eg for removal of trees in the road, shifting dumped cars. 2. Not sure what this is driving at. I must say all the council staff seem efficient, hardworking and friendly. 3. Don't forget outlying rural areas. 4. Yes, generally good. 4. We know you are being cut to the bone and there is less money. So, we have to accept some changes.
- By quoting a Band D property with an annual charge of just £129.34, this questionnaire will result in skewed responses. £129.34 is good value, but is £300-400 for higher bands equally good value?? If you had quoted a Band H property, answers may not have been so positive! The solution - reduce higher level bands. (please consider this asap)
- Satisfied in general. Nothing done that can be said to be impressive
- The SDC evidently does not have enough money for all demands, services would not otherwise be reduced.
- Street sweeping in Wellesbourne is POOR. Compare it with town coverage!
- Services to house holds Housing Association Houses very good. Council tax is till to high when you are a pensioner, having to find a large amount of money every month but I agree tax has to be paid for services the council has to run.
- Q7 Fairly expensive for one person in a property
- SDC should be only tier of local government. Parish Councils should be abolished. SDC should make agreements with adjacent Councils to share the provision of services. This should also be accompanied by a reduction in district councillors as well as staff.
- Don't often access many services waste and local cleaning/maintenance. Would ideally prefer some leisure facilities more locally eg. Development and use of school swimming pool. A Wellesbourne Leisure Centre - Otherwise have a long round trip. More services accessible in the evening for those of us fortunate enough to be in work.
- SDC may have enough money to meet demands but it has to keep some in reserve.
- Reduce money spent on elections, administration etc.
- We pay £253 per month. Reference to £129.34 is nonsense when asking about value for money
- Most people would want their domestic rubbish collected weekly (including me!) How do I know if SDC has enough money? (My guess is that it hasn't as there are lots of demands by different people)
- The council is best placed to deliver balanced services for the local community. A small increase in council tax would go a long way to 1) encourage business and tourism creating employment opportunities. 2) provide youth and elderly activity schemes to help the community get through the current economic crisis in perhaps better shape than others with different priorities.
- Better administration would help efficiency and therefore reduce costs overall
- Have little communication with the council other than on Planning or Election matters
- Far too much money is wasted on expensive and inefficient methods of domestic waste collection and recycling. Recycling has yet to show any value. Also , the "carbon footprint" issue is insignificant in world issues and should not involve costly exercises.

Appendix 3: Other reasons given by residents for visiting the Stratford-upon-Avon Picturehouse

11 comments

- Comedy Night
- Many years ago - A Yankee in King Arthurs Court. 1946
- Artists display
- Children's party
- A place to meet and look at the posters and film info
- Lovely place to meet friends for drinks
- MIND charity event
- Take grand daughter to a birthday party there
- Art exhibition
- As a member I find it an essential cultural centre for opera and quality films.
- Birthday party.

Appendix 4: Other ways residents find out what's on at the Picturehouse

28 comments

- Internet
- I don't bother as I wouldn't visit there again
- The Picturehouse bill boards
- When passing down Windsor St. look at cinema notice boards
- The picture house is a wonderful local arena just right for town
- Phone
- Telephone occasionally
- Telephone booking office
- Telephone/computer
- Read the adverts outside
- Very difficult to find info via press as detail rarely published, therefore blank advert is waste of time and money
- Search online for film I want to view
- Been many years ago with friends/family
- Member
- Internet
- Call in
- Phone NB Midweek advertising discontinued
- I get angry when the information is NOT in those papers
- Members
- Living in the country we receive no local papers
- As a member I have posted brochure/events etc
- Membership
- Pop in, it's annoying how often what is on and not in the paper.
- Look for films on in school holidays
- Internet
- Member
- Like to know more please
- Not easy to find information living in Wellesbourne

Appendix 5: Other reasons why residents have not visited the Picturehouse

11 comments

- Not interested in films
- Parking fees.
- Have not found it, Not enough signage
- The current films do not interest me
- I was going to go to this cinema but the entrance hall was filthy, so much litter
- Stratford is a 40 mile round trip from Southam
- Parking issues - a nightmare
- Housebound
- There is more choice in Redditch and more showings
- Not particularly interested; other commitments
- I have only just heard of what it offers

Appendix 6: Other daily national newspapers which residents read regularly

44 comments

- Stratford Herald
- Metro
- Metro - Free newspaper at railway stations
- Church Times and The Week
- Various online
- financial times
- Observer (national)
- Only read freebie Midweek, all others generally are doom and gloom and sensation
- Sunday observer
- Observer
- Sunday Mercury
- The Week
- Local Courier
- BBC website
- The Mail on Sunday
- Only an occasional paper - Sunday J. Times. Ohs
- The Observer Sunday. Stratford Herald/Midweek
- on line news
- Investors Chronicle
- Metro
- Herald
- Sunday Mercury, Birmingham Mail
- Phone
- Observer
- Midweek Herald
- Herald
- Local papers and Stratford Herald
- Stratford Herald, Midweek Express
- Stratford Herald
- Local
- I only read the Sunday Telegraph
- I only read the Sunday Telegraph
- The Beano and Dandy
- The Economist
- The Observer - Sundays
- None - Sunday Times only
- Leamington Courier
- Saturday Mail

- The Observer
- Sunday Times
- Local papers, Warwickshire Telegraph and Birmingham Post
- Metro
- Mail on Sunday
- Birmingham Post