



# **CITIZENS' PANEL RESULTS**

## **AUTUMN 2009**

**Prepared by:**  
**Consultation Unit**  
**Stratford-on-Avon District Council**  
**February 2010**

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# Stratford-on-Avon District Council

## Citizens' Panel: Autumn 2009 Results

### 1. Introduction

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

### 2. Methodology

1217 questionnaires were sent out in November 2009 with a three week timescale for Panel members to return it. 932 were posted and 285 questionnaires were emailed. With 507 returned (385 via post, 122 online) and 19 "not known at this address, no longer interested" etc, this represents a response rate of 42.3%.

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.

Within the report reference is made to area analysis – these are  
Alcester/Bidford/Henley/Studley (West)  
Stratford/Shipston (South)  
Wellesbourne/Kineton/Southam (East)

### **3. Summary of Results**

#### **Budget Consultation**

- 82% of respondents have used car parks in the last 12 months. Parks, playing fields and open spaces were used by almost two thirds (62%) of respondents and three fifths (60%) of respondents have used public conveniences in the last year.
- 61% of respondents feel "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". This is an increase of 5 percentage points on the previous surveys figure.
- Just over a fifth of residents (21%) agree that "it is important for the District Council to improve current levels of service even if this means increasing council tax by more than inflation". This is a 4 percentage point drop compared with 2007. 54% disagree with the statement, 5 percentage points less than the previous survey.
- Over a third of respondents (35%) agree that "it is important for the District Council to maintain current levels of service even if this means increasing council tax by more than inflation". This figure is 3 percentage points lower than 2007. Disagreement levels have fallen by 2 percentage points from 50% in 2007 to 48% in 2009.
- Residents prefer to see an increase in service provision for Public Conveniences; Street Cleaning; Housing; Refuse Collection & Recycling; Leisure Centres; Environmental Health, and Sports Development. Reductions in service are preferred for Local Economy & Tourism Promotion; Concessionary Fares; Development Control & Planning Policy; CCTV; and Parks, Playing Fields & Open Spaces.
- Three-quarters of residents (76%) feel Stratford District Council provides good value for money in terms of the council tax it charges. This is a 10 percentage point rise. Asked whether SDC adequately communicates its spending details, the 2009 results mirror those of 2007 with a 65% overall agreement score.
- 41% of residents feel SDC services are delivered when people want them. 18% tend to disagree or strongly disagree with the statement.
- Exactly a third of residents feel SDC services are delivered the way people want them. Over one fifth (21%) tend to disagree or strongly disagree with the statement.
- Just over a third (35%) of residents feel SDC services are delivered where people want them. A fifth (21%) tend to disagree or strongly disagree with the statement.
- 65% of those surveyed feel the quality of Council services is generally good in 2009, 2% percentage points higher than 2007. Respondents disagreeing fell from 19% to 9%.
- Residents in 2009 are less likely to agree that the Council has enough money to meet all the demands on its services. In 2007, 50% agreed, however in 2009 this score dropped to 40%.

#### **Housing Growth and Development Options**

- All residents were asked to indicate their preferred development option to deliver housing growth and over a third (34%) cited option 1. Three in ten (31%) favoured option 2, over a fifth (22%) stated option 3 and 13% quoted another option.

## **Sports and Leisure Provision in the District**

- All respondents were asked how they rated the range of sports and leisure provision in Stratford District in terms of opportunities and choice of activity (leisure centres, play areas and community centres). Over two thirds (69%) rated the provision fairly or very good, which represents an increase of three percentage points over the 2007 findings.
- Nine out of ten (92%) respondents confirmed it was quite or very important to provide opportunities for participation in sports and active recreation for local residents, as opposed to 8% who did not feel it was important.
- Nine in ten (89%) of those surveyed believed investment in sports and leisure provision in the local community will contribute to an improvement in peoples' health and exactly two thirds (three percentage points less than in 2007) felt it contributed towards an improvement in making the area a better place to live. Over half (55%) thought it helped towards an increase in jobs for local people, which represented an increase of 3 percentage points over the 2007 findings. Exactly half stated a reduction in crime, remaining constant with feedback received in 2007.
- In 2009, as in 2007, over two thirds (68%) confirmed they had used the Council's website to access information about leisure centres or swimming pools. Just over a quarter (26%) had used it for information regarding fitness classes and gyms and just over a fifth (21%) for finding out about children's holiday activities.

## **Sport and Active Recreation**

- Significantly, in 2009 as in 2007, almost a quarter (23%) of those surveyed claimed not to have visited / participated in local leisure pursuits in the last 12 months.
- Whereas 12% of respondents claim to participate in physical activity five times a week (a 2 percentage point drop from 2007 and 2005 and a 6 percentage point decrease from 2003) and 8% say four times a week, over a quarter (26%) never do anything.
- Interestingly, across both surveys, walking proved to be the most popular activity gardening was second again swimming and fitness came joint third.
- For those respondents never participating in sport or active recreation, four in ten (39%) stated health reasons prevented them from doing so, representing a significant 8 percentage point increase from surveys conducted in 2007 and 2003, and a 14 percentage point rise from 2005 results.

## **Growing Old in Stratford District**

- Nine in ten (88%) stated eating healthily, 85% quoted keeping an active mind and 83% said being mobile. Over three quarters (76%) cited regular contact with family and friends and seven in ten (72%) commented feeling positive about life. Having an adequate income, regular exercise and reading all scored 71%, closely followed by independence at 69%, not smoking at 68% and a smoke free environment at 66%.
- Residents were asked to indicate all the services which applied to them from a list supplied as well as specifying others as necessary. Over three quarters (77%) quoted support with care needs, almost two thirds (64%) said support with cleaning / gardening and just over half (51%) cited home visits. Three in ten (27%) wanted Meals on Wheels and almost a quarter (24%) support with cooking. One out of ten respondents gave other services which included public transport, a list of tradesmen which have been vetted by SDC and social activities.

- Residents were asked to select up to 3 issues which are most important to them from a list supplied, as well as specifying others as necessary. Over three quarters (76%) cited health as an issue most important to them, almost half (48%) said having enough money and 45% quoted remaining independent. Over a third (37%) said feeling safe and secure and over a quarter (28%) stated general wellbeing.
- Respondents were asked to select all that apply for reasons as to why they moved to where they live now. Over a fifth (21%) of those surveyed said they moved to where they are now because they were planning for the future, in case their situation changes. Almost a fifth (19%) said it was because of a growing family and 17% cited better facilities.
- Almost three quarters (72%) stated location, seven in ten (69%) cited good relationships with neighbours and 67% said having my own front door. 63% quoted the quality of the property and the same percentage quoted the size of the property. Over half (55%) mentioned the use of the garden / access to allotments, 54% said feeling safe and 53% said feeling independent. Just under half (47%) quoted being part of a community and 46%, being near to family and friends.
- Residents were asked to say which applied to them from a list provided regarding what will be important to them in the future. Almost three quarters (72%) said feeling independent will be important to them in the future, 71% stated feeling safe and exactly seven in ten cited good relationships with neighbours. Location was of importance to 69% of those surveyed and 66% stated having their own front door.
- Respondents were asked to indicate up to 5 factors which would be most likely to improve the confidence and safety of older people where they live. Almost three quarters (74%) stated more effective punishment for anti-social behaviour, seven in ten (69%) cited more visible street policing and just over a half (53%) quoted schemes to help young people to better understand the needs of older people.
- Nine out of ten (93%) of those surveyed confirmed they had a car. Of those that did not, over three quarters (77%) confirmed that they relied on public transport, lifts from friends / family, community links, buses, taxis, etc.

### **Pest Control**

- Respondents were asked if they thought this service should continue to be offered as a free service: nine out of ten (88%) confirmed they thought it should be, 7% said no, and 5% did not know.

### **Healthy Eating**

- To assist the Council with their monitoring for healthy eating as part of their Corporate Strategy, respondents were asked to state how many portions of fruit and vegetables they ate on the previous day. Exactly six out of ten residents had the recommended five or more, an increase of 11 percentage points on 2007 results and an increase of 16 percentage points on 2006 results. 5% of respondents had eaten one or no portions of fruit and vegetables, which represented an increase of 1 percentage point when compared to 2007.

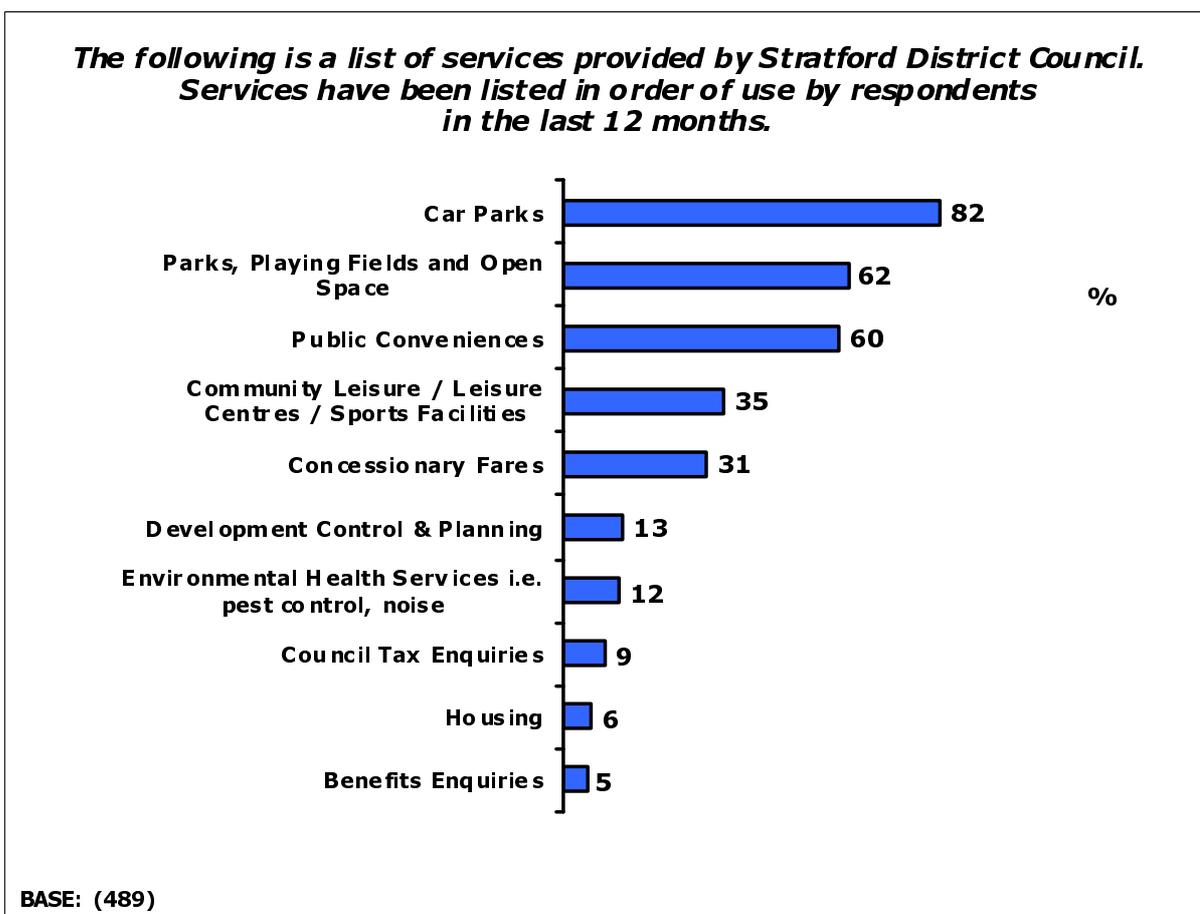
## 4. Results in Detail

### 4.1 Budget Consultation

#### 4.11 Services used in the last 12 months

The following is a list of services provided by Stratford District Council. Respondents were asked to indicate which of the following services they have used in the last 12 months, ticking all that applied. As the chart shows, 82% of respondents have used car parks in the last 12 months. Parks, playing fields and open spaces were used by almost two thirds (62%) of respondents and three fifths (60%) of respondents have used public conveniences in the last year.

Chart 1: Services provided by SDC, in order of use by respondents in the last 12 months



When analysing results by area, it can be seen that seven in ten (71%) of respondents living in the South have used parks, playing fields and open spaces in the last 12 months, compared to just over half (54%) of those living in the West and six out of ten (59%) of those living in the East.

Interestingly, 17% of those living in the West, versus 9% of those living in the South, used Environmental Health Services in the last 12 months.

Significantly, four in ten (41%) of residents from the South area grouping, compared to exactly a quarter of those from the West and 38% of those from the East, have made use of the Community Leisure / Leisure Centres / Sports Facilities in the last 12 months.

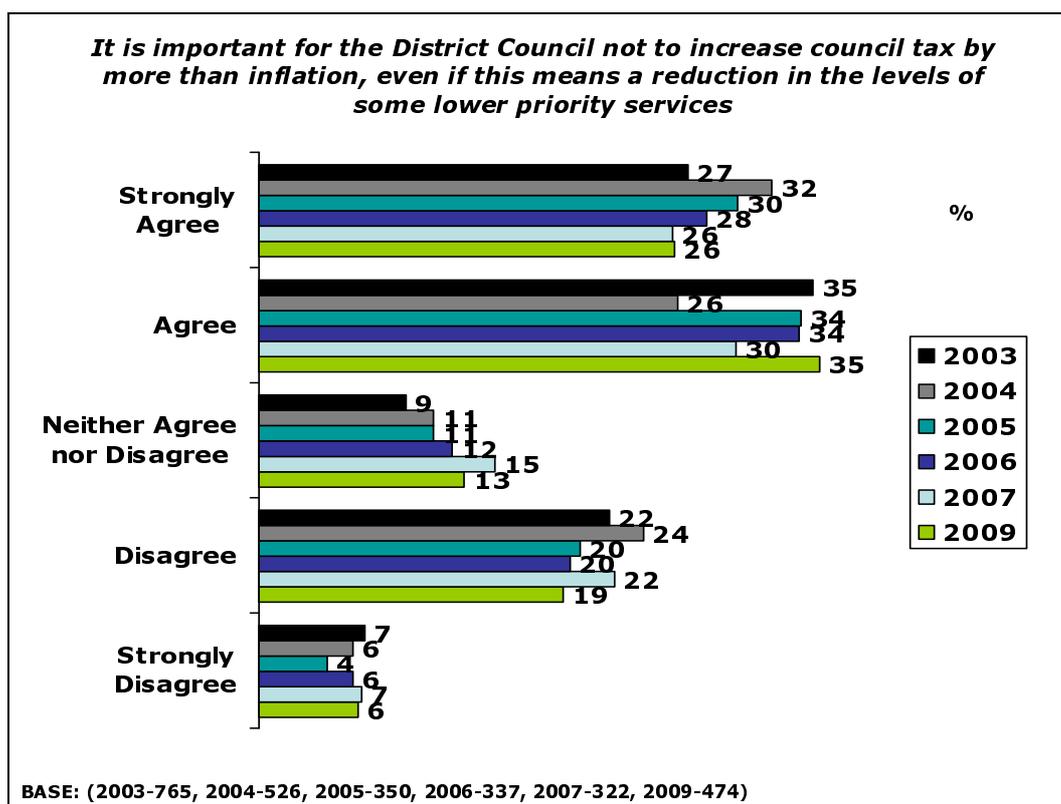
Table 1: By area, services which residents have used in the last 12 months

By area, services which residents have used in the last 12 months	Base	West %	South %	East %
Parks, Playing Fields and Open Spaces	(300)	54	71	59
Housing	(29)	5	6	8
Development Control and Planning	(62)	11	14	14
Environmental Health i.e. Pest Control, Noise	(56)	17	9	10
Community Leisure / Leisure Centres / Sports Facilities	(168)	25	41	38
Public Conveniences	(291)	60	63	57
Concessionary Fares	(152)	32	32	30
Base:	(483)	(163)	(200)	(120)

#### 4.12 Strength of agreement with Council Tax statements

61% of respondents feel "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". This is an increase of 5 percentage points on the previous surveys figure.

Chart 2: Level of agreement with: "It is important not to increase council tax by more than inflation, even if this means a reduction in the levels of some lower priority services"



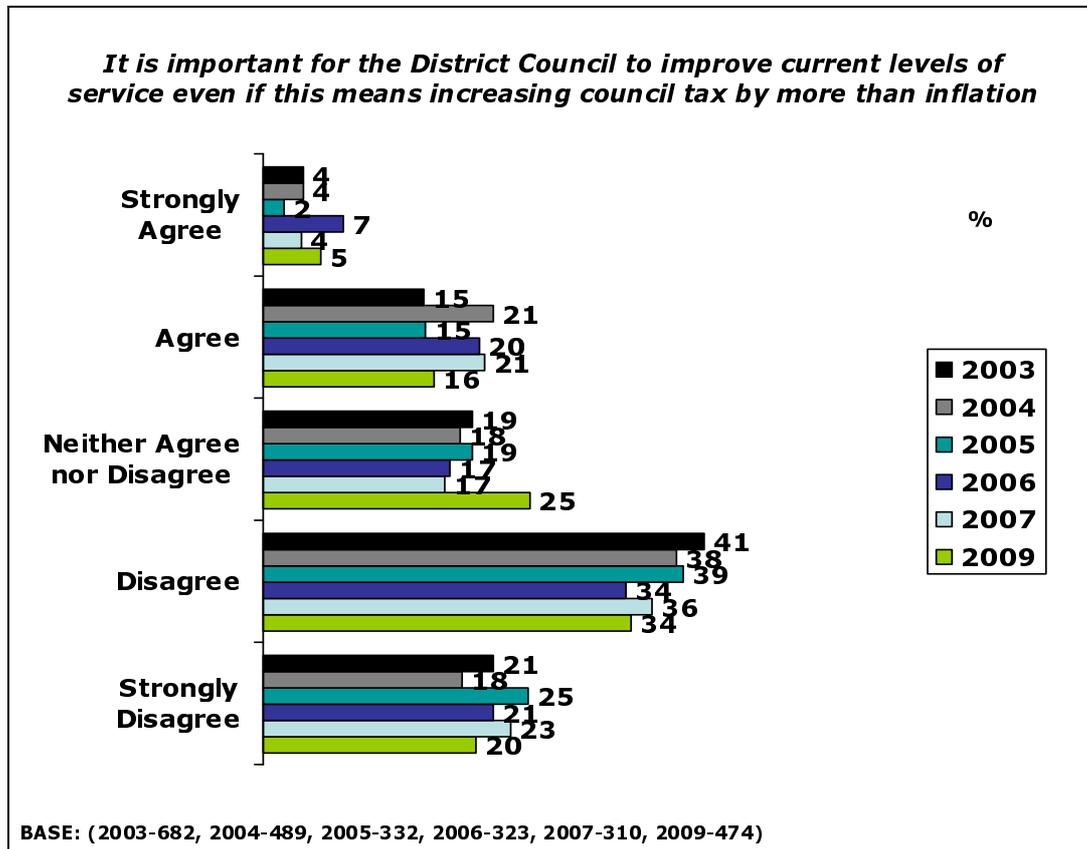
Analysis of results according to the area in which the respondents lives shows that just over a third (34%) of those from the East, versus just over a fifth (21%) of those living in the South, disagreed or strongly disagreed with the statement: "It is important for the District Council not to increase Council Tax by more than inflation, even if this means a reduction in the levels of some lower priority services".

Table 2: By area, level of agreement with the 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"

	Base	West %	South %	East %
Strongly agree	(124)	33	22	25
Agree	(165)	30	42	31
Neither agree nor disagree	(60)	16	12	10
Disagree	(91)	17	19	23
Strongly disagree	(29)	4	5	11
Base:	(469)	(158)	(189)	(122)

Just over a fifth of residents (21%) agree that "it is important for the District Council to improve current levels of service even if this means increasing council tax by more than inflation". This is a 4 percentage point drop compared with 2007. 54% disagree with the statement, 5 percentage points less than the previous survey.

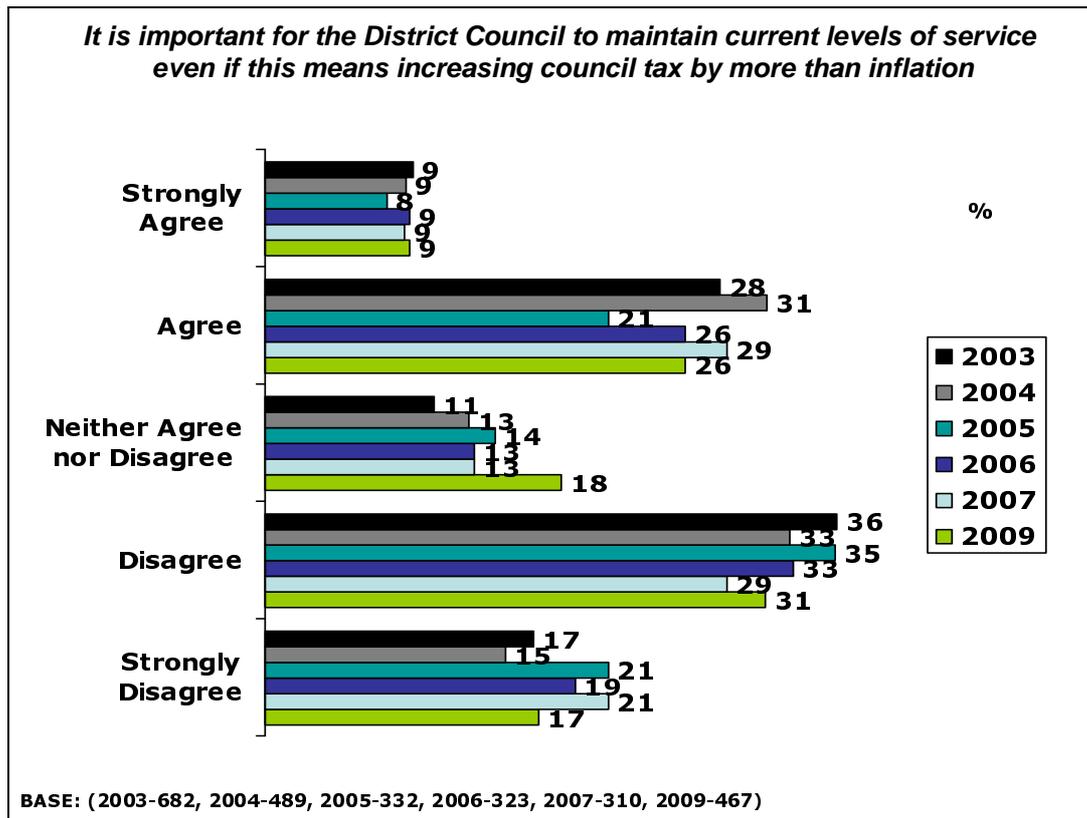
Chart 3: Level of agreement with: "It is important for the District Council to improve current levels of service even if this means increasing council tax by more than inflation"



Over a third of respondents (35%) agree that "it is important for the District Council to maintain current levels of service even if this means increasing council tax by more than inflation". This figure is 3 percentage points lower than 2007. Disagreement levels have fallen by 2 percentage points from 50% in 2007 to 48% in 2009.

Analysis of results according to the gender of the respondent shows that over half (52%) of females, as opposed to 43% of males, disagreed or strongly disagreed that "it is important for the District Council to maintain current levels of service even if this means increasing council tax by more than inflation".

Chart 4: Level of agreement with: "It is important for the District Council to maintain current levels of service even if this means increasing council tax by more than inflation"



#### 4.13 Service Provision

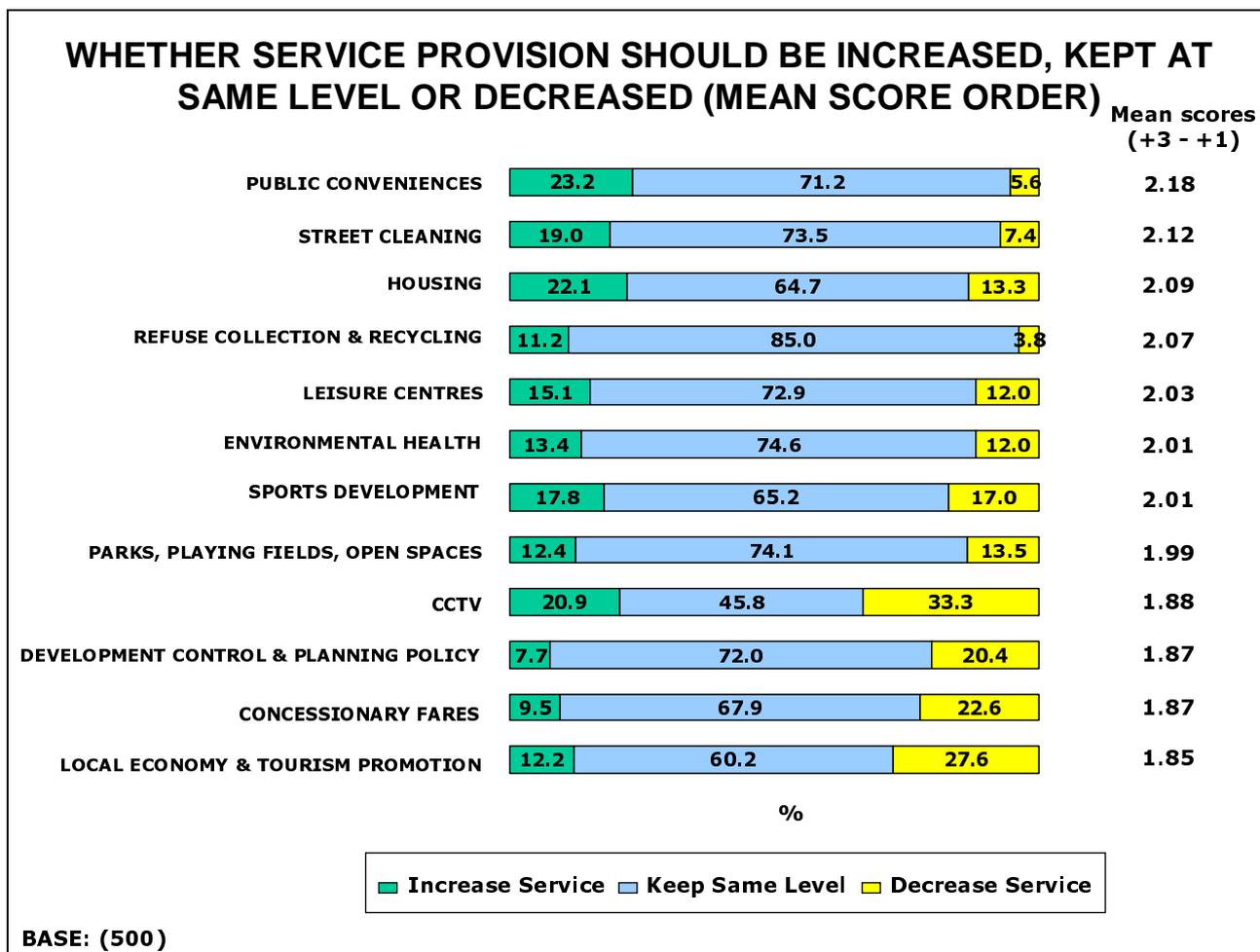
Using the mean score as a guide, residents prefer to see an increase in service provision for Public Conveniences; Street Cleaning; Housing; Refuse Collection & Recycling; Leisure Centres; Environmental Health, and Sports Development. Reductions in service are preferred for Local Economy & Tourism Promotion; Concessionary Fares; Development Control & Planning Policy; CCTV; and Parks, Playing Fields & Open Spaces.

Compared with the table in 2007, Refuse Collection & Recycling and Concessionary Fares have both fallen three places, reflecting the additional investment in these areas in the last two years. Sports Development and Leisure Centres have both risen up the table by five and four places respectively.

Table 3: Position of service compared with 2007

Refuse Collection & Recycling	Down 3	CCTV	Down 2
Street Cleaning	Same	Concessionary Fares	Down 3
Public Conveniences	Up 2	Leisure Centres	Up 4
Housing	Up 1	Development Control & Planning Policy	Same
Environmental Health	Down 1	Tourism Promotion & Economic Development	Down 1
Parks, Playing Fields & Open Spaces	Down 2	Sports Development (Formerly Community Leisure Services)	Up 5

Chart 5: Whether service provision should be increased, kept at same level or decreased



#### 4.14 Value for money re: Council Tax element for SDC

Three-quarters of residents (76%) feel Stratford District Council provides good value for money in terms of the council tax it charges. This is a 10 percentage point rise on 2007.

Table 4: Whether current council tax element for SDC provides good value for money

<b>Thinking about the current council tax element for Stratford District Council - £127.43 a year for a Band D property, do you think it provides good value for money or not? (Base: 480)</b>				
	<b>Very Good Value</b>	<b>Good Value</b>	<b>Poor Value</b>	<b>Very Poor Value</b>
<b>2007</b>	7%	59%	27%	8%
<b>2009</b>	6%	70%	19%	5%

109 reasons were given as to why residents feel SDC provides poor or very poor value for money and these are listed in Appendix 1: Why do you think that SDC provides poor or very poor value for money?

#### 4.15 Strength of agreement with various statements

Asked whether SDC adequately communicates its spending details, the 2009 results mirror those of 2007 with a 65% overall agreement score. Disagreement remains at 13%.

Table 5: Whether SDC provides adequate communication to council taxpayers about it's spending

<b>SDC provides adequate <u>communication</u> to council taxpayers about its spending</b>					
	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2009</b>
<b>Strongly Agree</b>	11	7	10	10	10
<b>Tend to Agree</b>	51	52	53	54	55
<b>Neither Agree nor Disagree</b>	19	20	21	23	22
<b>Tend to Disagree</b>	15	14	11	8	10
<b>Strongly Disagree</b>	3	5	5	5	3
<b>No Opinion / Don't Know</b>	1	3	1	1	1
<b>BASE</b>	(554)	(375)	(348)	(331)	(494)

41% of residents feel SDC services are delivered when people want them. 18% tend to disagree or strongly disagree with the statement.

Table 6: Whether SDC services are delivered when people want them

<b>SDC services are delivered <u>when people want them</u> (Base: 499)</b>					
<b>Strongly Agree</b>	<b>Tend to Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Tend to Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion / Don't Know</b>
3%	38%	36%	14%	4%	5%

Exactly a third of residents feel SDC services are delivered the way people want them. Over one fifth (21%) tend to disagree or strongly disagree with the statement.

Table 7: Whether SDC services are delivered the way people want them

<b>SDC services are delivered <u>the way people want them</u> (Base: 498)</b>					
<b>Strongly Agree</b>	<b>Tend to Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Tend to Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion / Don't Know</b>
3%	30%	42%	16%	5%	5%

Just over a third (35%) of residents feel SDC services are delivered where people want them. A fifth (21%) tend to disagree or strongly disagree with the statement.

Analysing results by age of residents revealed that over half (52%) of those aged 75 and over and 44% of those aged 65 to 74 tended to agree or generally agreed that SDC services are delivered where people want them, in contrast to exactly a quarter of those aged 55 to 64 thinking likewise.

Table 8: Whether SDC services are delivered where people want them

<b>SDC services are delivered <u>where</u> people want them (Base: 494)</b>					
<b>Strongly Agree</b>	<b>Tend to Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Tend to Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion / Don't Know</b>
2%	33%	39%	15%	6%	5%

65% of those surveyed feel the quality of Council services is generally good in 2009, 2% percentage points higher than 2007. Respondents disagreeing fell from 19% to 9%.

Analysing results according to age of respondent demonstrated that nine out of ten (85%) of residents aged 75 and over, versus almost half (47%) of those surveyed aged up to 35, tended to agree or strongly agreed that the quality of SDC services is generally good overall.

Table 9: Whether the quality of Council services is generally good overall

<b>The quality of Council services is generally good overall (Base: 494)</b>						
	<b>Strongly Agree</b>	<b>Tend to Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Tend to Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion / Don't Know</b>
2007	2%	61%	17%	13%	6%	1%
2009	6%	59%	23%	7%	2%	2%

Residents in 2009 are less likely to agree that the Council has enough money to meet all the demands on its services. In 2007, 50% agreed, however in 2009 this score dropped to 40%. More people were likely to say neither agree nor disagree or have no opinion or did not know in 2009 than in 2007.

By age, over a fifth (22%) of those aged 55 to 64 and exactly one fifth of those aged 65 to 74, tended to disagree or strongly disagree that SDC has enough money to meet all the demands on its services, in contrast to 5% of those aged up to 54 feeling the same way.

Table 10: Whether the Council has enough money to meet all the demands on services

<b>The Council has enough money to meet all the demands on its services (Base: 495)</b>						
	<b>Strongly Agree</b>	<b>Tend to Agree</b>	<b>Neither Agree nor Disagree</b>	<b>Tend to Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion / Don't Know</b>
2007	12%	38%	27%	16%	2%	5%
2009	11%	29%	35%	12%	2%	12%

Residents were asked to make any comments that related to how they had answered the statement questions listed above. 168 comments were made (Appendix 2).

## 4.2 Housing Growth and Development Options

### 4.21 Development Options to meet housing growth

Stratford-on-Avon District Council published a Draft Core Strategy for consultation in October 2008. This document demonstrated how the housing requirements set out in the Preferred Option of the Regional Spatial Strategy Phase 2 Revision could be met within the District. The questions looked potential development options views on how to meet this housing growth.

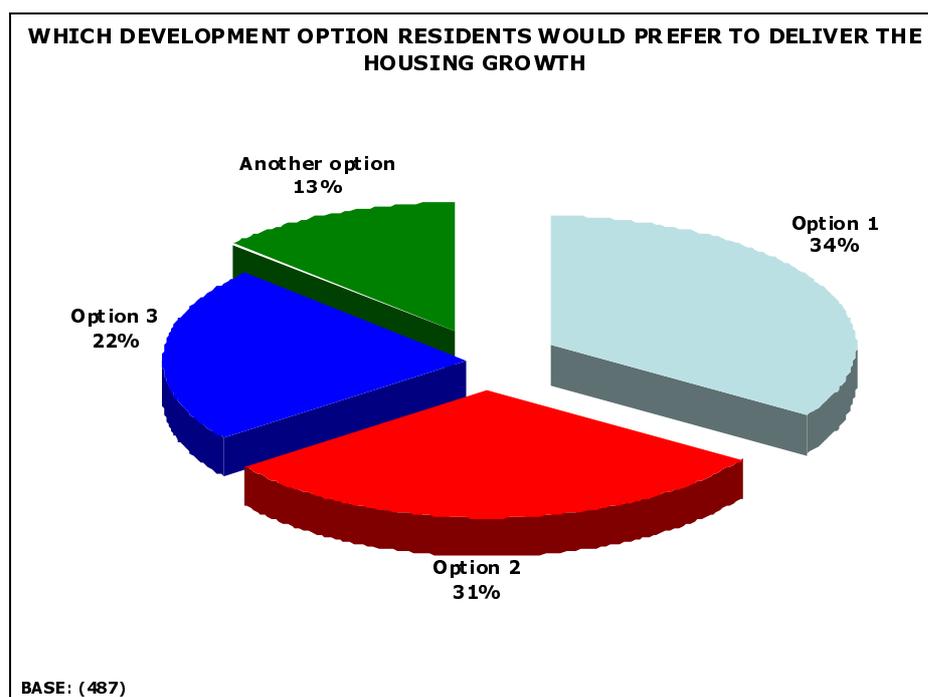
**Option 1 – Continue Existing Strategy** – This would continue the approach already adopted in the draft Core Strategy and identify further capacity for development in Stratford-upon-Avon and the Main Rural Centres to accommodate the additional housing growth. This would be in the form of further urban extensions using greenfield land. The Main Rural Centres identified in the District are: Alcester, Bidford-on-Avon, Henley-in-Arden, Kineton, Shipston-on-Stour, Southam, Studley and Wellesbourne.

**Option 2 – Small New Settlement** – This would comprise the development of a new (or expanded) community of about 2000 dwellings as an alternative to further development in Stratford-upon-Avon and the Main Rural Centres. This could involve the redevelopment of an existing brownfield site within the rural area or the identification of a greenfield site in the most sustainable location.

**Option 3 – Focus on Rural Settlements** – This option would identify additional capacity in the smaller villages either through the allocation of sites or a more flexible policy to enable small-scale development in villages. It is unlikely that this option would achieve the full amount of development required to meet the additional 1900 dwellings recommended by the Panel.

All residents were asked to indicate their preferred development option to deliver housing growth and over a third (34%) cited option 1. Three in ten (31%) favoured option 2, over a fifth (22%) stated option 3 and 13% quoted another option. 63 comments were made for another option and these can be found in Appendix 3.

Chart 6: Preferred development option to deliver housing growth



Residents were then asked to provide reasons for their choice of option and their responses, which total 399, are listed in Appendix 4.

Whilst analysing results by area, it can be seen that four in ten (41%) respondents from the East, versus just under a quarter (24%) of those living in the South, preferred Option 2 to deliver the housing growth.

*Table 11: By area, which development option residents preferred to deliver the housing growth?*

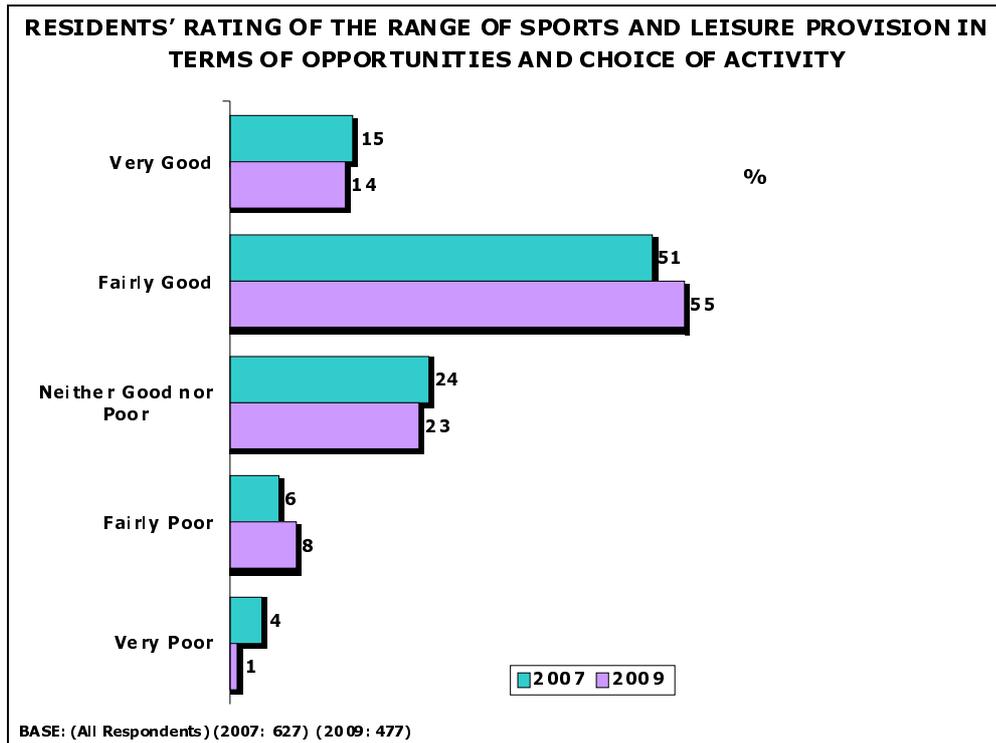
<b>By area, which development option residents preferred to deliver the housing growth</b>	<b>Base</b>	<b>West %</b>	<b>South %</b>	<b>East %</b>
Option 1	(162)	36	34	30
Option 2	(147)	31	24	41
Option 3	(106)	18	27	20
Another option	(66)	14	16	10
Base:	(481)	(160)	(198)	(123)

### 4.3 Sports and Leisure Provision in the District

#### 4.31 Residents' rating of range of sports and leisure provision

All respondents were asked how they rated the range of sports and leisure provision in Stratford District in terms of opportunities and choice of activity (leisure centres, play areas and community centres). Over two thirds (69%) rated the provision fairly or very good, which represents an increase of three percentage points over the 2007 findings.

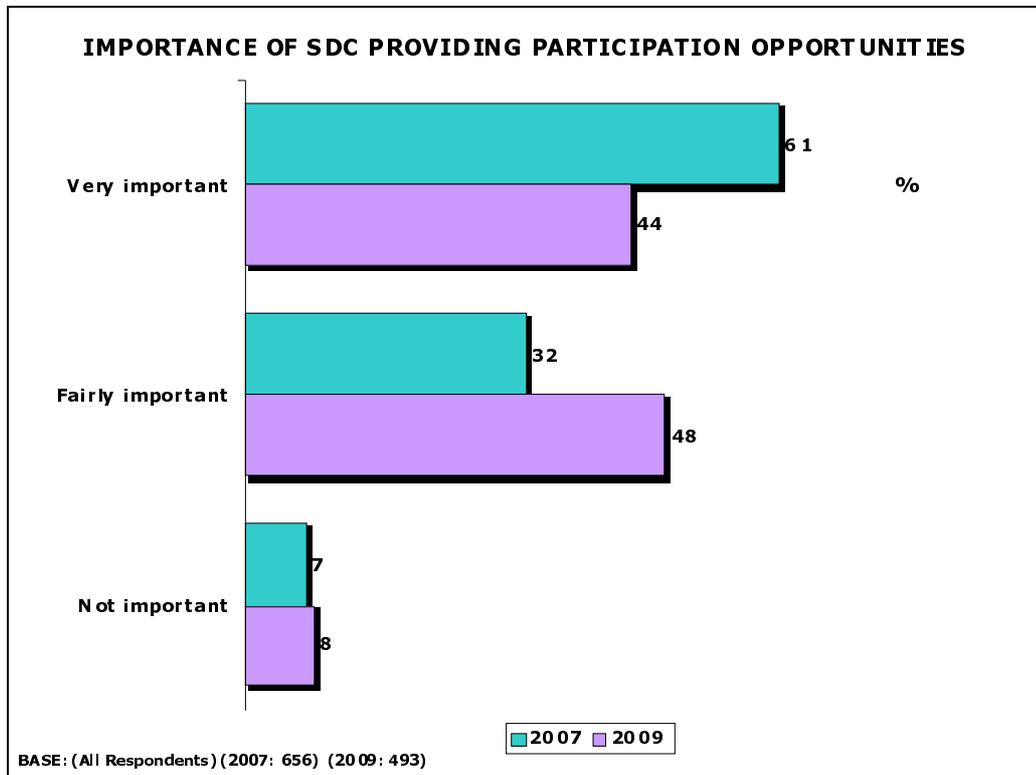
Chart 7: Residents' rating of range of sports and leisure provision



### 4.32 Importance of SDC providing participation opportunities

Respondents were questioned as to how important they felt it was that Stratford District Council provided opportunities for participation in sports and active recreation for local residents. Significantly, nine out of ten (92%) confirmed it was quite or very important, as opposed to 8% who did not feel it was important, however, this did represent a fall of one percentage point when compared with 2007 results.

Chart 8: Importance of SDC providing participation opportunities



### 4.33 If investment in sports and leisure contributes to...

The survey asked respondents if they thought that investment in sports and leisure provision in the local community will contribute to a reduction in crime; a safer community; a reduction in drug related issues; an improvement in peoples' health; an increase in jobs for local people; and improvement in the environment; an improvement in making the area a better place to live. They were asked to tick all that apply and feedback is illustrated in the table below. Nine in ten (89%) of those surveyed believed investment in sports and leisure provision in the local community will contribute to an improvement in peoples' health and exactly two thirds (three percentage points less than in 2007) felt it contributed towards an improvement in making the area a better place to live. Over half (55%) thought it helped towards an increase in jobs for local people, which represented an increase of 3 percentage points over the 2007 findings. Exactly half stated a reduction in crime, remaining constant with feedback received in 2007.

Table 12: If investment in sports and leisure contributes to...

Investment in sports and leisure contributes to...	2009 %	2007 %
An improvement in peoples' health	89	90
An improvement in making the area a better place to live	67	70
An increase in jobs for local people	55	52
A reduction in crime	50	50
A safer community	36	38
A reduction in drug related issues	30	28
An improvement in the environment	23	24
Base:	(483)	(647)

#### 4.34 Residents' use of SDC website for leisure information

Residents were questioned as to whether they had used the Stratford District Council website to access information about any of the following leisure services. In 2009, as in 2007, over two thirds (68%) confirmed they had used the Council's website to access information about leisure centres or swimming pools. Just over a quarter (26%) had used it for information regarding fitness classes and gyms and just over a fifth (21%) for finding out about children's holiday activities. There was a 2 percentage point increase in those accessing information about local sports clubs, from 9% in 2007 to 11% in 2009. However, those citing local sports events fell by 4 percentage points from 9% in 2007 to 5% in 2009.

Table 13: If respondents have used the SDC website to access information about any of the following leisure services...

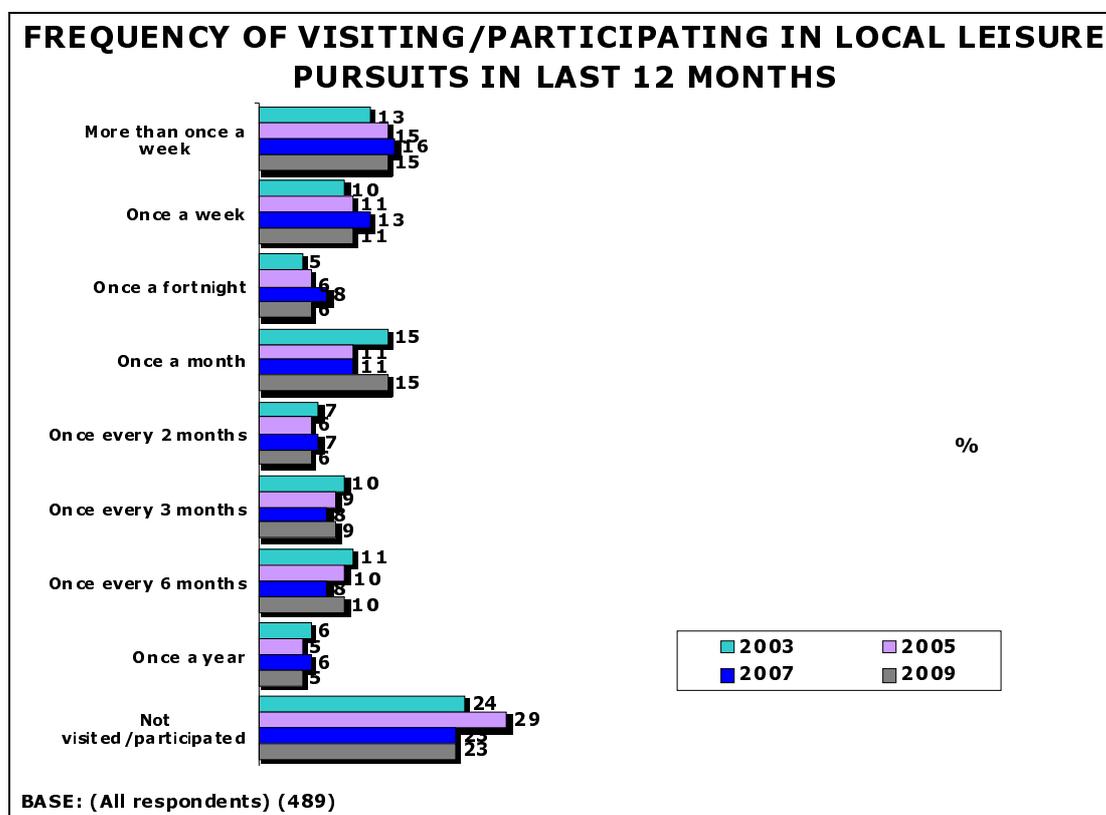
If respondents have used the SDC website to access information about any of the following services...	2009 %	2007 %
Leisure Centres or swimming pools	68	68
Fitness classes and gyms	26	25
Children's holiday activities	21	20
Local sports clubs	11	9
Sports coaching courses	6	8
Local sports events	5	9
Pitch bookings	0	2
Others	18	17
Base:	(186)	(190)

## 4.4 Sport and Active Recreation

### 4.41 Frequency of residents visiting/ participating in local leisure pursuits

All residents were asked how frequently, on average in the last 12 months; they had visited or participated in local leisure pursuits, e.g. art galleries, museums, theatre, local festivals, health and fitness centres, leisure centres, sports clubs. Significantly, in 2009 as in 2007, almost a quarter (23%) of those surveyed claimed not to have visited / participated in local leisure pursuits in the last 12 months. However, this did represent a decrease of 6 percentage points over 2005 results. In 2009, 15% of respondents stated they had visited / participated in local leisure pursuits more than once a week, 1 percentage point less than in 2007, yet still 2 percentage points above 2003 findings. Also, the same percentage of 15% in 2009 cited once a month, representing an increase of 4 percentage points over 2005 and 2007 findings, but the same as in 2003. Exactly one in ten stated once every six months in 2009, a 2 percentage point increase over 2007 feedback, the same as in 2005, yet 1 percentage point less than in 2003.

Chart 9: Frequency of visiting/participating in local leisure pursuits in last 12 months



By area, 18% of residents from the East, versus 7% of those from the West, claimed to have visited / participated in local leisure pursuits once a week.

15% of respondents from the West area grouping, as opposed to 6% of those from the South and 8% of those from the East, stated they visited / participated in local leisure pursuits once every 6 months.

8% of those from the West, in contrast to 3% of those from the East, visited / participated in local leisure pursuits once a year.

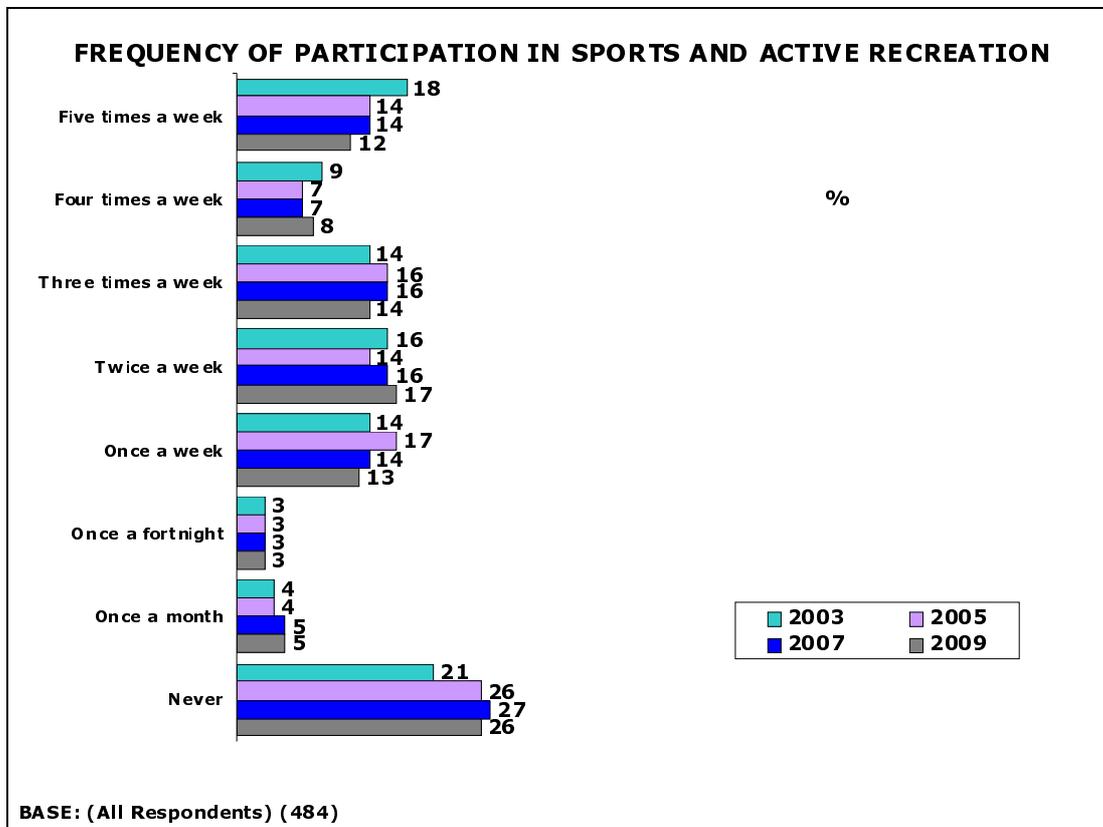
Table 14: By area, frequency of visiting/participating in local leisure pursuits in last 12 months

By area, frequency of visiting/participating in local leisure pursuits in last 12 months	Base	West %	South %	East %
More than once a week	(71)	12	17	16
Once a week	(55)	7	12	18
Once a fortnight	(29)	5	8	4
Once a month	(72)	14	15	16
Once every 2 months	(30)	5	8	6
Once every 3 months	(43)	10	10	5
Once every 6 months	(46)	15	6	8
Once a year	(25)	8	5	3
Not visited/participated in local leisure pursuits in the last 12 months	(112)	24	21	26
Base:	(483)	(163)	(200)	(120)

#### 4.42 Frequency of participation in sports and active recreation

Respondents were then asked to comment on how often they participated in sports and active recreation (which was classed as 30 minutes of continuous exercise of a moderate level). Participation in sports and active recreation is varied. Whereas 12% of respondents claim to participate in physical activity five times a week (a 2 percentage point drop from 2007 and 2005 and a 6 percentage point decrease from 2003) and 8% say four times a week, over a quarter (26%) never do anything.

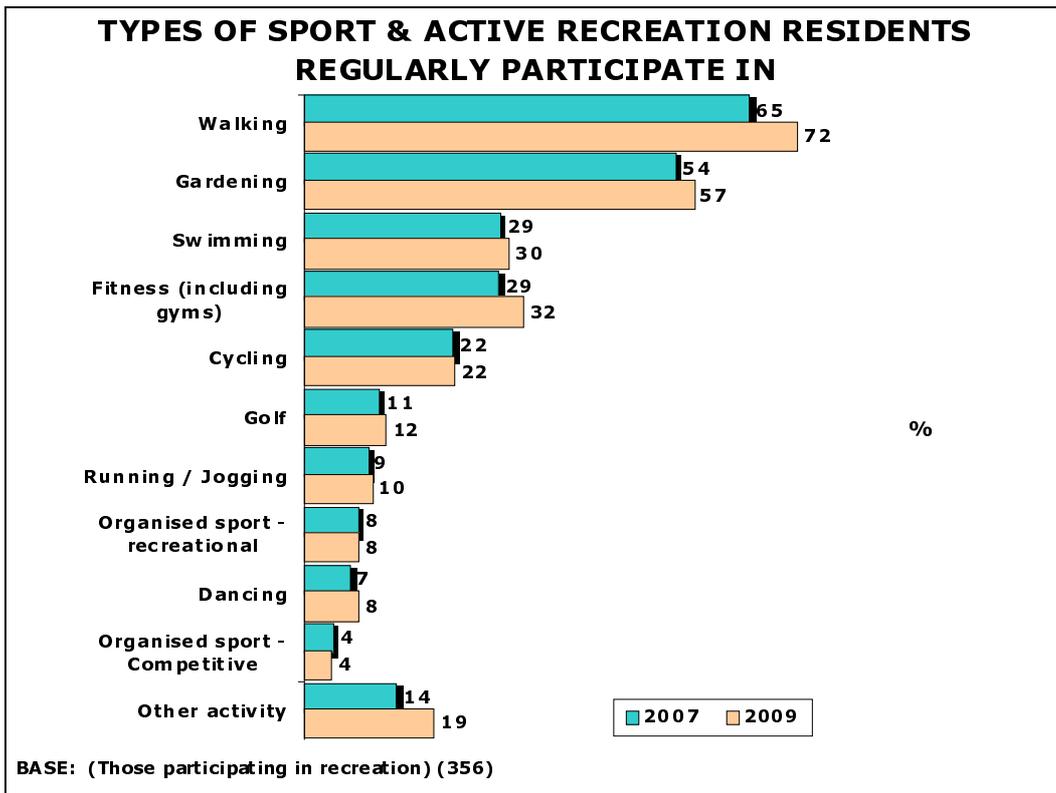
Chart 10: Frequency of participation in sports and active recreation



#### 4.43 Types of sport and active recreation residents regularly participate in

Residents who confirmed they participated in sports and active recreation were further questioned as to what type(s) of sport or active recreation they regularly participated in. Interestingly, across both surveys, walking proved to be the most popular: it increased by 7 percentage points from 65% in 2007 to 72% in 2009. Gardening was second again, gaining 3 percentage points from 54% in 2007 to 57% in 2009. However, whereas in 2007 swimming and fitness came joint third at 29%, in 2009 fitness stayed in third place and rose by 3 percentage points to 32% and swimming took fourth position rising by 1 percentage point to 30%. Cycling remained constant across both surveys at 22%. There was a significant rise in other activities: that of 5 percentage points, from 14% in 2007 to 19% in 2009 and they are listed in Appendix 5.

Chart 11: Types of sport and active recreation residents regularly participate in



#### **4.44 Other activities which residents regularly participate in**

Other activities which 19% of those surveyed in 2009 stated they participated in are listed in the table below. Almost a quarter (23%) of those stating other activities, specified fitness groups / yoga / tai chi / pilates.

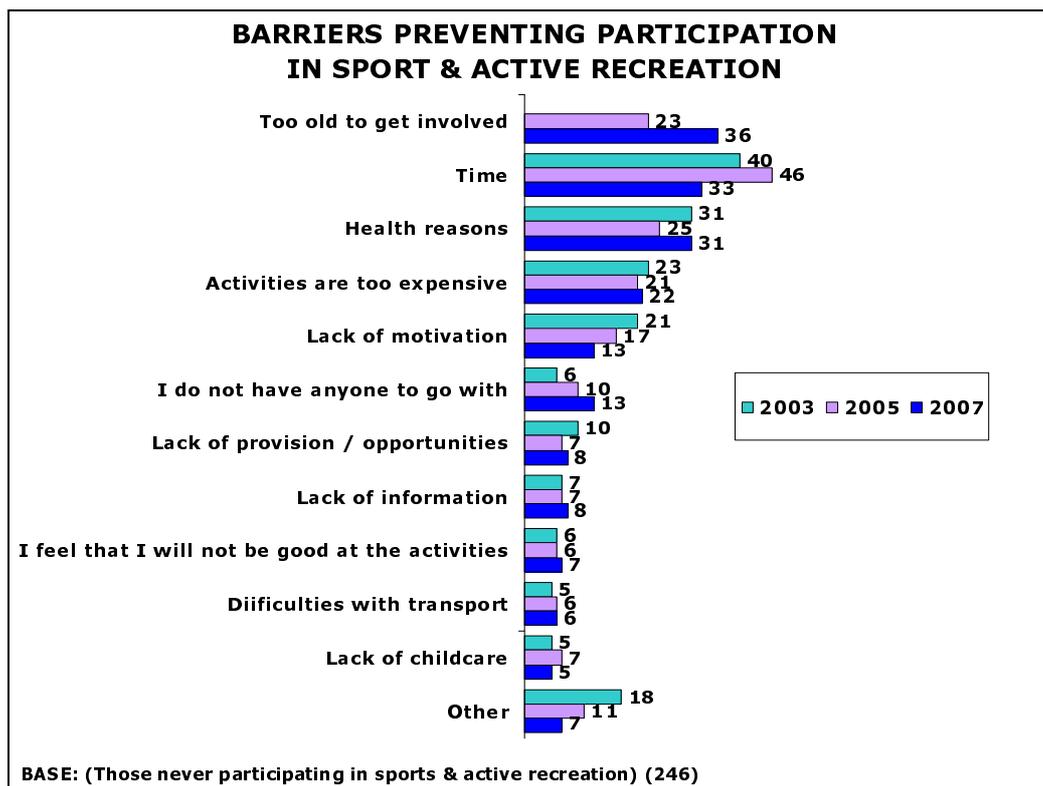
*Table 15: Other activities which residents regularly participate in*

<b>Other activities which residents regularly participate in</b>	<b>%</b>
Fitness groups / Yoga / Tai Chi / Pilates	23
Horse riding	11
Tennis	11
Bowls	11
Physical development	9
Rowing	5
Canoeing	5
Tending animals	5
Fishing	2
Sub aqua	2
Shooting	2
Sailing	2
Flying	2
Badminton	2
Snooker	2
Darts	2
Exercise (general)	2
Amateur dramatics	2
Making jewelry	2
Cinema	2
Other	2
Base:	(44)

#### **4.45 Barriers preventing participation in sport or active recreation**

For those respondents never participating in sport or active recreation, four in ten (39%) stated health reasons prevented them from doing so, representing a significant 8 percentage point increase from surveys conducted in 2007 and 2003, and a 14 percentage point rise from 2005 results. 38% claimed they were too old to get involved revealing an increase of 2 percentage points since the 2007 survey and a 15 percentage points since 2005. Interestingly, however, those claiming time as a barrier to participation fell to 22% in 2009, an 11 percentage point drop from the recorded 33% in 2007, and a notable decrease of 24 percentage points from the 46% in 2005.

Chart 12: Barriers preventing participation in sport or active recreation



#### 4.46 Other barriers preventing participation in sport or active recreation

15% of those surveyed who never participated in sport or active recreation stated other barriers prevented them from participating, and they were subsequently requested to specify their response as per the table below. Exactly a quarter of them said they chose not to or that they were doing other things. 17% stated they were elderly and the same percentage gave full time employment constraints.

Table 16: Other barriers specified as preventing those who never participated in sport or active recreation

Other barriers preventing participation in sport or active recreation	%
Choose not to / doing other things	25
Elderly	17
Full time employment restraints	17
Inconvenient	8
Undergone surgery	8
Other	17
Base:	(39)

## 4.5 Growing Old in Stratford District

### 4.51 Activities residents currently enjoy

The survey explained the definition of an older person as any resident aged 50 and over. If respondents were not an older person, then they were requested to answer the questions about what they will want as an older person.

Initially residents were asked to indicate which activities they currently enjoyed and their feedback is illustrated in the table below. Nine in ten (88%) stated eating healthily, 85% quoted keeping an active mind and 83% said being mobile. Over three quarters (76%) cited regular contact with family and friends and seven in ten (72%) commented feeling positive about life. Having an adequate income, regular exercise and reading all scored 71%, closely followed by independence at 69%, not smoking at 68% and a smoke free environment at 66%. Listening to music was an activity enjoyed by 65% of older residents surveyed, followed by relaxation / leisure pursuits at 55%. Over half (53%) of older respondents cited taking part in social activities and the same percentage stated environment. Of the 11% who cited other activities which older residents currently enjoy, they included voluntary work, hobbies, travelling, pets, writing and U3A. A full list of other activities can be found in Appendix 6, 39 comments.

Table 17: Activities residents currently enjoy

Activities residents currently enjoy	%
Eating healthily	88
Keeping an active mind	85
Being mobile	83
Regular contact with family and friends	76
Feeling positive about life	72
Having an adequate income	71
Regular exercise	71
Reading	71
Independence	69
Not smoking	68
Smoke free environment	66
Listening to music	65
Relaxation / leisure pursuits	55
Taking part in social activities	53
Environment	53
Family activities	49
Watching films	48
Taking part in creative activities	28
Employment opportunities	23
Faith / religious commitment	22
Education opportunities	21
Researching family history	19
Listening to talking books	5
None of these	1
Other	11
Base:	(475)

**4.52 Services which residents would like to be available to them as they get older, to enable them to continue to live independently**

Residents were then asked to indicate all the services which applied to them from a list supplied as well as specifying others as necessary. Over three quarters (77%) quoted support with care needs, almost two thirds (64%) said support with cleaning / gardening and just over half (51%) cited home visits. Three in ten (27%) wanted Meals on Wheels and almost a quarter (24%) support with cooking. One out of ten respondents gave other services which included public transport, a list of tradesmen which have been vetted by SDC and social activities. A full list of other services is listed in Appendix 7, 44 comments.

*Table 18: Services which residents would like to be available to them as they get older, to enable them to continue to live independently*

<b>Services which residents would like to be available to them as they get older, to enable them to continue to live independently</b>	<b>%</b>
Support with care needs	77
Support with cleaning / gardening	64
Home visits (for health / benefit advice)	51
Meals on Wheels	27
Support with cooking	24
Other	10
Base:	(451)

**4.53 Looking towards old age, residents' selection of up to 3 issues which are most important to them**

Residents were asked to select up to 3 issues which are most important to them from a list supplied, as well as specifying others as necessary. Over three quarters (76%) cited health as an issue most important to them, almost half (48%) said having enough money and 45% quoted remaining independent. Over a third (37%) said feeling safe and secure and over a quarter (28%) stated general wellbeing. 3% mentioned other which included having to live in some kind of care home and have others look after me and being allowed to continue my life as I want to. A full list of other comments can be found in Appendix 8, 14 comments.

Table 19: Looking towards old age, residents' selection of up to 3 issues which are most important to them

<b>Residents' selection of up to 3 issues which are most important to them</b>	<b>%</b>
Health	76
Having enough money	48
Remaining independent	45
Feeling safe and secure	37
General wellbeing	28
Not feeling lonely or isolated	19
Easy access to support services / transport links	19
Living close to family or friends	18
Making your own choices	16
Staying in your local area	15
Opportunities to socialise / go out	14
Being part of the community	12
Continuing opportunities to be creative	5
Other	3
Base:	(482)

#### **4.54 Why residents moved to where they live now**

Respondents were asked to select all that apply for reasons as to why they moved to where they live now. Almost half (45%) stated other reasons than those supplied on the list and these comments, 190 in total and mainly work-related, are outlined in Appendix 9. Over a fifth (21%) of those surveyed said they moved to where they are now because they were planning for the future, in case their situation changes. Almost a fifth (19%) said it was because of a growing family and 17% cited better facilities.

Table 20: Why residents moved to where they live now

<b>Why residents moved to where they live now</b>	<b>%</b>
Planning for the future, in case your situation changes	21
Growing family	19
Better facilities	17
Social reasons	15
To be closer to family and friends	15
Previous accommodation was no longer manageable	9
Health reasons	7
Caring for a family member	5
Someone else to manage and maintain the property	2
Reduce loneliness	2
Safety / security of the scheme	1
Community alarm available	1
Staff members available for day to day support	1
Other	45
Base:	(437)

#### 4.55 What residents find good about where they live at the moment

Respondents were asked to indicate all that applied in a given list, plus to specify others as appropriate. Almost three quarters (72%) stated location, seven in ten (69%) cited good relationships with neighbours and 67% said having my own front door. 63% quoted the quality of the property and the same percentage quoted the size of the property. Over half (55%) mentioned the use of the garden / access to allotments, 54% said feeling safe and 53% said feeling independent. Just under half (47%) quoted being part of a community and 46%, being near to family and friends. 5% stated other things they found good about where they lived at the moment, including economical to run and rural community: a full list of other things is in Appendix 10, 23 comments.

Table 21: What residents find good about where they live at the moment

What residents find good about where they live at the moment	%
Location	72
Good relationships with neighbours	69
Having my own front door	67
Quality of the property	63
Size of the property	63
Use of garden / access to allotments	55
Feeling safe	54
Feeling independent	53
Being part of a community	47
Near to family and friends	46
Mixed age ranges of people around	42
A home for life	42
Transport links	28
Peace of mind	26
Company when wanted	24
Accessible / easy to get around	23
Similar aged people around	22
Being able to get help in an emergency	18
Accessibility to essential services and amenities	18
Cost of living	8
A building designed with older people in mind	5
Communal facilities (kitchen, gardens, laundry)	2
Staff support with day to day matters	1
Other	5
Base:	(470)

#### 4.56 What will be important to residents in the future

Residents were asked to tick all that applied to them from a list provided regarding what will be important to them in the future. Almost three quarters (72%) said feeling independent will be important to them in the future, 71% stated feeling safe and exactly seven in ten cited good relationships with neighbours. Location was of importance to 69% of those surveyed and 66% stated having their own front door. Six out of ten (59%) said the quality of the property was important to them and 55% stated being near to family and friends. Just over half (52%) quoted transport links, 51% cited use of garden / access to allotments and the same percentage stated being able to get help in an emergency. Exactly half of those surveyed said being part of a community was important to them. Other issues were cited by 4% of those surveyed and these included good health, to buy my own home, more public toilets and able to keep my pet. A full list of other issues is in Appendix 11, 17 comments.

Table 22: What will be important to residents in the future?

What will be important to residents in the future?	%
Feeling independent	72
Feeling safe	71
Good relationships with neighbours	70
Location	69
Having my own front door	66
Quality of the property	59
Near to family and friends	55
Transport links	52
Use of garden / access to allotments	51
Being able to get help in an emergency	51
Being part of a community	50
Size of the property	49
A home for life	47
Peace of mind	46
Mixed age ranges of people around	39
Accessibility to essential services and amenities	36
Company when wanted	36
Cost of living	34
Accessible / easy to get around	33
Variety of activities available	26
Similar aged people around	23
A building designed with older people in mind	20
Staff support with day to day matters	9
Communal facilities (kitchen, gardens, laundry)	7
Other	4
Base:	(466)

**4.57 Which factors would be most likely to improve the confidence and safety of older people where respondents live**

Respondents were asked to indicate up to 5 factors which would be most likely to improve the confidence and safety of older people where they live and their feedback is illustrated in the table below. Almost three quarters (74%) stated more effective punishment for anti-social behaviour, seven in ten (69%) cited more visible street policing and just over a half (53%) quoted schemes to help young people to better understand the needs of older people.

*Table 23: Which factors (up to 5) would be most likely to improve the confidence and safety of older people where respondents live?*

<b>Which factors would be most likely to improve the confidence and safety of older people where respondents live?</b>	<b>%</b>
More effective punishment for anti-social behaviour	74
More visible street policing	69
Schemes to help young people to better understand the needs of older people	53
Neighbourhood watch scheme	40
Improved street lighting	33
Police stations open for longer	28
More closed circuit television (CCTV)	23
Regular police surgeries at which local issues could be raised / discussed	23
Safer public transport	22
Better information about local crime prevention initiatives	19
Base:	(465)

**4.58 Whether respondents have a car and if not, do they rely on public transport of any description, lifts from friends / family, community links, buses, taxis, etc?**

Nine out of ten (93%) of those surveyed confirmed they had a car. Of those that did not, over three quarters (77%) confirmed that they relied on public transport, lifts from friends / family, community links, buses, taxis, etc.

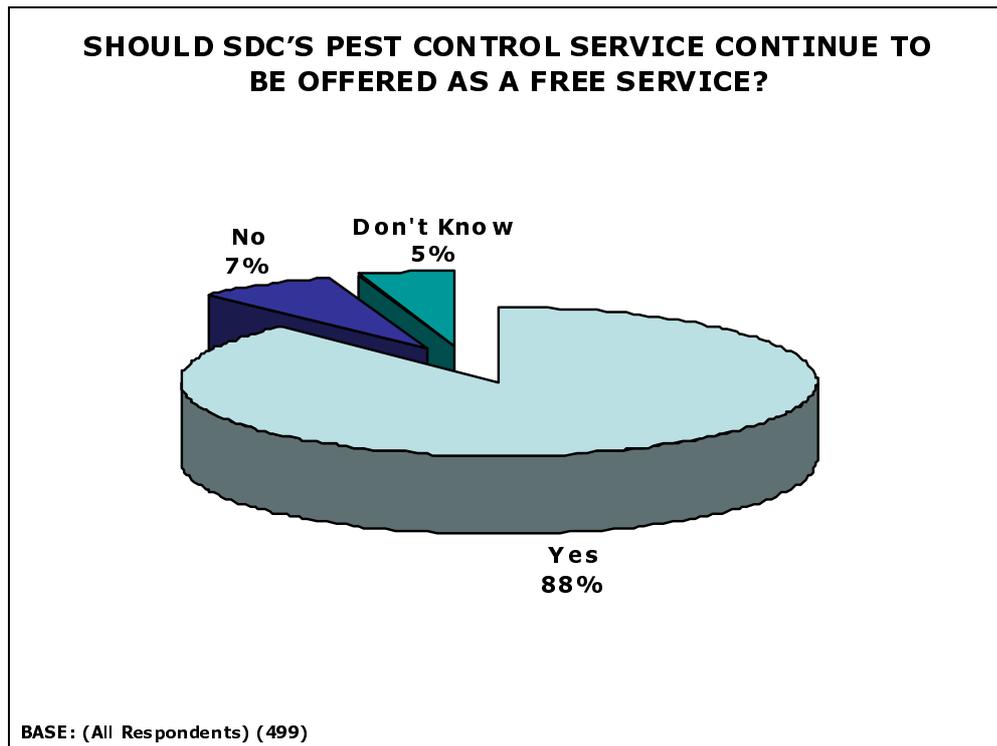
## 4.6 Pest Control

### 4.61 Whether the service should continue as a free service

The survey informed recipients that the destruction of rats and insects of public health concern (e.g. cockroaches and bedbugs) is a free service available to all domestic residents in the District.

Respondents were asked if they thought this service should continue to be offered as a free service: nine out of ten (88%) confirmed they thought it should be, 7% said no, and 5% did not know.

Chart 13: Should SDC's Pest Control service continue to be offered as a free service?



## 4.7 Influencing Decisions

### 4.71 Residents views on the best ways they can influence decisions made by SDC

In the 2008 Place Survey undertaken by all councils, the Stratford area achieved a result of 31% of people who feel they can influence decisions in their locality. Although the score was in the top quartile nationally, SDC was keen for residents' views on the best ways they could influence decisions made by SDC so it asked residents to comment in the box provided on the questionnaire. Feedback is illustrated in Appendix 12, 294 comments in total.

## 4.8 Healthy Eating

### 4.81 Residents' intake of fruit and vegetables

To assist the Council with their monitoring for healthy eating as part of their Corporate Strategy, respondents were asked to state how many portions of fruit and vegetables they ate on the previous day. Exactly six out of ten residents had the recommended five or more, an increase of 11 percentage points on 2007 results and an increase of 16 percentage points on 2006 results. 5% of respondents had eaten one or no portions of fruit and vegetables, which represented an increase of 1 percentage point when compared to 2007, yet was still 1 percentage point less than in 2006.

Table 24: 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	2009 %	2007 %	2006 %
0	1	1	2
1	4	3	4
2	8	9	12
3	18	19	18
4	22	19	22
5	19	22	21
6	17	19	15
7 or more	11	8	8
Base:	(469)	(639)	(684)

## APPENDICES

### Appendix 1: Why do you think that SDC provides poor or very poor value for money?

#### 109 comments

- "Because I live in a rural area and don't benefit on a day to day basis from the services an urban area receives; any choice to live here I appreciate but charges should be reflective of services available"
- "Have reservations that Stratford town community has benefited from the world class project, as it's former unique and rather old fashioned market town atmosphere, much lived by tourists and locals, is being eroded by the planners who have a vision on paper. I query whether SDC's financial banking is always well spent. I'm delighted the RSC is being improved, but have concerns about the surrounding environment and their enormous costs"
- "Specifically this last 12 months it is the council's abject failure to deal with the foxhunter issue in Snitterfield that leads to my comment. The pub was burned down over 2 years ago now and the council appear to be doing nothing to rectify this blot on the landscape"
- "In one word-waste cut out unnecessary spending. Including surveys like this. Get rid of 5 a day co-ordinators and the equivalent. Pick up the rubbish plan-stay out of my life for the ?"
- "Stratford is for the tourists and the local villages are used to put money into SDC for their services"
- "Too much money is spent on things that do not benefit more than a majority of the residents in SOA i.e. the wastage on over spending in Bancroft Gardens. Poor and expensive parking in the town resulting in many people boycotting the town, resulting in small businesses closing down it is gradually looking more and more dilapidated due to so many empty premises"
- "SDC concentrates on Stratford Town area. It does not spread its funds to villages etc. So it does not give good value to the whole SDC area"
- "I was somewhat stuck between good value and poor. However based on previous questions, there is still some work to be done on appropriating finances to the more important areas, Where there is obvious need to cut back SDC should act to correct this"
- "I live in Alcester and feel that most of our council tax money goes into Stratford. This world class notion is totally ridiculous. Our refuse collection services are very good and should remain so. Street cleaning here leaves a lot to be desired. Birmingham Road in Alcester is clogged with leaves at the moment. The drains are blocked and the road is awash when it rains. Other roads in Alcester are the same. Weed control is also very sparse. We do get a lot of visitors who cannot get what they want in Stratford and come here because of individual shops and free parking"
- "I think money is wasted on bureaucracy and duplication of roles. I think the army of traffic wardens is a waste of money. The waste recycling service is good though"
- "Things usually are"
- "I think about waste, effectiveness and efficiency, all the things we manager to work on in industry. I don't see the productivity being continuously generated in local government services. For example this questionnaire asks/implied whether I want more or less service and links to more or less money. At my work I'm focused on more service for less money!"
- "Since the amalgamation with orbit it is harder to get things done. When it was the housing association we had a quicker response"
- "The police waste most of our council tax"
- "Because more of these services are in any rural areas. No buses according to Shipston Link pass the farm-they do, all we get as said previously is the refuse collection"
- "Not managed to give the best value, I would like to see more out sourced on a commercial contract"
- "Basic services such as rubbish collection, frequency of grass cutting and litter collection outside the centre of Stratford have deteriorated over the years and are not? Stratford as a world class district"
- "Forum centre in general and shopping centre in particular give poor impression to visitors, even before recession"
- "Too much literature about how it is performing. People who want to know will contact council directly"

- "We are constantly hearing about world class Stratford. SDC have ruined it. Parking is appalling. Housing is way over the top! Not enough amenities to cater. All the wrong things are thrown at Stratford itself to the detriment of surrounding rural areas. Our roads are a mess. In summer months verges are dangerous at junctions. Prices are constantly rising but services are being cut! What do you actually do with our money?"
- "My council tax which includes the county and other elements has doubled since 1988. Since I cannot think of any improvements over those periods-how can it be other than poor value?"
- "I live in a country area. There are no road lights anywhere. The upkeep of road surfaces is poor-and patchy. Bus services are scanty"
- "Rubbish and recycling is not adequately serviced"
- "Too much money spent in Stratford and not enough on surrounding villages. World class Stratford is a waste of money"
- "Living 15 to 20 miles from S on A. I never go there Warwick Leam Spa-Southam are a lot closer"
- "More education should be provided to encourage people to take responsibility for tidying up themselves"
- "There wasn't an option to choose rather agree or disagree how can I comment correctly on a tax band I don't live in? This is a really poorly put together questionnaire. How much are you paying a company to put this together? Maybe the money could be used elsewhere!"
- "Services seem to have decreased as council tax increases each year. We need our rubbish collected weekly rather than spending money on the Bancroft and sculptures which aren't needed and don't add value"
- "Nothing gets done to see what you get for your money no street cleaning, no litter picking, drains not cleaned"
- "Little or no road sweeping. Verges are very poor-especially around village green. Verges around the village green are mainly in a poor state because of parked cars and builders' vehicles-this also hinders refuse collection. Sign posts in certain location are never cleaned, thus indecipherable"
- "Streets-increased litter. Little consideration for residents who clearly need good provision e.g.: a good selection of shops IN THE TOWN not empty units."
- "The cost is enormous, my council tax is now 10% of our house income. I believe if my energy bill was this big, I would get some assistance in paying"
- "Poor value for 80+ pensioners living in band E properties"
- "Waste money do projects twice, or more times"
- "Too many resources wasted within the council offices. Too much money wasted by not listening to the voters"
- "Should be a personal tax I own a 4 bed due to circumstances and cannot sell in credit crunch. I therefore pay for size of house and not the minimal services I require!! Seems unfair"
- "I pay an outrageous amount for council tax compared to what we get in? No lighting, no police, speed control. Zero services outside of bin collection a total rip off to fund all the other areas and final salary pensions!"
- "Pavements and roads outside town centre become clogged up with leaves and twigs. Pavements poorly maintained"
- "Too many staff, not efficient. Savings should be made such as making staff pay for parking"
- "The town suggests that the minimum is delivered, it might be different in rural areas but in Stratford there is not a lot of visual evidence"
- "No leisure centre-promised-dropped. Only 1 CCTV camera enabling burglaries regularly from local co-op. Street cleaner approx 1 each six month. Men do clear rubbish from grass verges etc. but road sweeper as above. No public convenience large village!"
- "Trade rubbish bin and loose rubbish permanently. Blocks pavements in Seggs Lane, Alcester. Complaints to county district and parish councils have not resolved problem. No swimming pool in Alcester"
- "Lots of overheads to pay including unreturned public sector pensions and too much admin and exec pay probably excessive!"
- "In Alcester we don't get all the benefits Stratford upon Avon get. Cleaning streets. No Bins. No buses. I could keep going"

- "Too many bureaucrats on the higher level lean and hungry should be the criteria. All council tax is too high for pensioners there should be a reduction as they use less of the service"
- "At our house in Avonbrook Close-No.3 I've got a view to cranes from a company in the top end of Masons Road. We don't find this very pleasant to see sitting in our lounge which has a lovely bay window. We have complained many times to councillors. Your comments would be appreciated!!"
- "My impression is that Stratford District's population i.e. number of council tax payers has increased over the last 15 years and will continue to do so. I would expect to see significant economy of scale and I do not think we are seeing it"
- "Too expensive"
- "Being retired and living in a small village I find it difficult to decide what we get for our money-street lighting is almost none existent and every time it rains heavily we are almost always cut off by floods. The council have been informed a number of times but no-one wants to know. It is always someone else's fault or problem"
- "The council's use of our monthly payment is not used to its full potential. Money is wasted, we have to say no and SDC priorities schemes such as free bus travel etc. is not means tested"
- "Needs to decrease it's staffing levels"
- "SDC tax costs me £127.43 pa Total council tax cost is £1592 pa. My water, electricity, gas, phone, broadband and TV licence together cost £121 pm or £1452 PA The question I would ask is where is the best value? And I can go elsewhere if I don't like their service or price!!"
- "Should be more efficient bureaucracy save money not by reducing services but by making workers more efficient-less paper pushing"
- "Poor parking with regard to drunks, drug addicts, bad behaviour etc"
- "The refuse collection is poor in terms of attendance on planned days. Timings of collections. Failure to collect and inaccurate communications result in streets being polluted by uncollected bins. This service has become worse. It would be interesting to know the success of the council in recycling programme. Has it been costs effective?"
- "Library provision is inadequate with little evidence of new book purchases and recently-restricted internet access. Retrograde suggestions of library closure. Sports facilities are elderly and unattractive I note the I deplore to provide free park access for under 16's has not been adapted."
- "I live in Alcester and I do not feel we get a fair proportion compared to people who live in Stratford-we feel like we are treated like poor relatives"
- "Probably not as expensive as some authorities but more than others- too much money spent on unnecessary hedge cutting, tree felling, part tree felling and grass cutting-grass cut too late, then too often, in some areas. Would a reduction in council tax be forthcoming in the light of so called necessary tree felling and subsequent sale of recycling wood?"
- "Poor design and waste of money on Bancroft Gardens and waterside"
- "Wasted money involved in world class Stratford project-Bancroft and bridge and does nothing about transport link system-could ideally be next to rail station"
- "For them who live in the periphery of the district in small villages, the current level of council tax represents poor form. For example-apart for waste collection and street cleaning, the council and I don't cross paths It's a lot to pay £1800 for this"  
"Because you have no understanding of managing a business where profit is the main goal-so that are no reasons for you to seek efficiency improvements and you have a monopoly"
- "Because we pay more and receive less"
- "? Private industry the councils cost never reduce through cost cutting and efficiency improvement. If others can do it so can the public sector. I recognise the costs imposed by central government and they should play their part"
- "SDC concentrates spending too much on Stratford's town centre to the detriment of outlying areas"
- "There is minimal service to rural areas or SDC. Car parking in SOA expensive, service pension is at best basic"
- "Valued service e.g. pest control, shredding trees, previously free, now charged. Country areas get fewer services and some are now chargeable. Visiting e.g. to building sites, often come in two's is this necessary? Offices very plush and fancy, likewise literature unnecessarily expensive. Inefficient staff commonly met, questions of a simple nature can't be answered"

- "The big issue for us is rubbish collection-it is vital to have rubbish collected every week-it is a disgrace that rubbish is left to fester on our premises, bad smells and leading to the possibility of disease"
- "Completely unfair levels of payments when looking at like for like"
- "84 increase in band d council tax in eight years too much!! OAP"
- "By comparison with other council, the tax charged is higher for a similar property"
- "Because of that price the refuse collection should be more frequent"
- "Too many staff too higher salaries being paid. Work could be carried out to a satisfactory level with less managers"
- "The rural areas miss out and too much spent in town of Stratford Upon Avon"
- "There appears to be a focus on Stratford and not necessarily on surrounding areas. Also SDC is too short sighted in terms of the development of Stratford itself"
- "Refuse collection is not frequent enough during summer months. World class Stratford is appalling and completely ruined Bancroft gardens and should be disbanded"
- "High council tax and low standards doesn't seem right nor does losing sight of Stratford's heritage by the constant overbuilding and over development of the town, the council should represent the people of the town and keep the heritage rather than destroying it"
- "I live in Radway-we got very little for our council tax except perhaps bin emptying. We have poor street lighting, no street cleaning, scant bus services"
- "You should with intelligent management be able to maintain existing services at cheaper cost. Why do you not have the ability to do this?"
- "Poorly maintained pavements. Expensive car parking-poor service for locals and local businesses. Bancroft often littered with bins full and area untidy. Shoddy public works"
- "We have no street lights in our village, the general rubbish is only collected fortnightly not weekly as stated. We get almost nothing for our council tax"
- "Not enough consultation"
- "Living in a village and paying the same as in town we get a lot less for our money"
- "Where I live on the very edge of the district, I don't feel we benefit from anything that goes on within Stratford itself, i.e. all the recent and ongoing building work which seems to be for tourists."
- "I do not see litter pickers out and about as often as they should be. Drains not being cleaned as often as they should be, leading to flooding of the streets. Not pursuing offenders who park on the pavement, causing obstruction to people with disabilities, and mothers pushing prams etc."
- "Your priorities are completely wrong. Enormous amounts of money are spent on ""World Class Stratford"" whilst amenities for local people are neglected. Bancroft Gardens is a classic example - it looks like an allotment and is a disgrace. Get out and ASK people what they want rather than make the decision for them based on totally irrelevant criteria."
- "My house is band F at £2162, enough said!"
- "It seems a lot of money when multiplied up by # people."
- "The drains in our street are constantly blocked after small amounts of rain, I have reported it once and I am sure someone came out and cleaned them but they didn't resolve the issue as it continues to flood."
- "Generally there are some notable poor value items but there is no neutral response."
- "It is simply too expensive and many services are unnecessary."
- "Lack of weekly refuse collection"
- "Apart from public spaces/ facilities, the only service we use is the refuse collection."
- "Development Control & Planning Policy - This service is responsible for the development of planning strategies and determining planning applications. It is also responsible for planning enforcement, conservation, and policy implementation. £18.97 for example is totally ineffective."
- "This survey needs a ""middle ground"" answer. I'm aware that you wish to force people to pick either a positive or negative response rather than getting a ""sitting on the fence"" answer. Therefore I have picked poor rather than good because on balance I believe most public bodies have a degree of inefficiency within them."
- "I live on the edge of the district and so do not see much of the councils work - we only have fortnightly domestic rubbish collection and fortnightly recycling so an earlier statement is false."
- "I don't think we should all pay for services etc in Stratford to the detriment of out lying

areas"

- "We pay a lot more council tax than for a band D property and do not get services worth that value. I don't believe that council tax is intended to be simply a payment for services and is also raising money to subsidise the services received by others"
- "Poor service and repair work in villages"
- "Disproportionate increase in council tax versus actual perceived increase in services."
- "I don't think it's bad value for money if you are paying for a band D property but why should you pay more just because your house is larger? You only receive the same level of service as those in a lower banded property."
- "I can only relate two instances of 'disappointment' here: Firstly with regards to my parents, both in their 70's; they need a rentable bungalow in their village (Bishops Itchington) but no opportunity exists (a move would also free up a 3-bed council house for a family); Secondly, I see a council street-cleaning facility of some kind in Southam (yellow truck, two operatives) on a daily basis: sorry, but I've never seen them doing a piece of actual work!"
- "We live in the village of Oxhill and are aware that larger villages (i.e. Kineton) get far more road cleaning services than we do. General maintenance jobs tend to be slowly attended to!"
- "The corporate overheads are too high"
- "I sense insufficient urgency and determination about cost-cutting and productivity improvement. The phrasing of the introductory questions of this survey seems to set the tone."
- "rates high over £100 per month for no street lighting and fortnightly rubbish collection"
- "Because they waste the money on ludicrous schemes like the Bancroft Gardens redevelopment that has destroyed the look of the area, but in the name of World Class Stratford - a town with so many empty shops it is an embarrassment (or should be to the Council)"
- "Much depends on how much you use the local facilities to a point. As a car owner I never rarely use public transport, and local car parks in town are expensive and the park and ride is not useful if you have kids or for getting to and from work and hence is redundant from my perspective. Unlike the previous question our refuse and recycling is only collected every other week, not weekly for refuse. We were last given a green waste bin at one stage and then this was taken away? To many I am sure the service is value for money and I find the town centre is kept clean which is key for tourism."
- "Improvements in managerial efficiency, planning and costing need improving. In industry reduction in year on year costs are demanded together with an improvement in quality. Council tax should not be increased but as previously stated services should still be improved significantly by SDC by improving efficiency in decision making and wasting public money and not being held to account."

## **Appendix 2: Comments made relating to answers to statements about Budget Consultation.**

### **168 comments**

- "The 3 strongly disagree replies relate to the withdrawal at short notice of the leisure centre planned for Wellesbourne"
- "In the current economic climate, spending cuts are inevitable. It is unreasonable for council tax payers to expect everything to carry on as normal with reduced central government grants"
- "Obviously I have commented in a more personal way and not wholly objectively, but as this survey is asking person questions of service and money value, this seems the correct response. Thank goodness for surveys and a chance to ? all services seem adequate"
- "I have valued the input from the conservation offices about listed buildings applications. Although I have not used the service since recent cuts, I fear they leave irreplaceable properties at risk"
- "I am a band g householder I have been waiting for a second green wheelie bin for 2 years. Each time I phone, the delivery time is extended"
- "For the money received services should be gold plated"
- "You can't please everybody all of the time"
- "Stratford is for the tourists and the local villages are used to put money into SDC for their services"
- "In a private company we are constantly examining our cost base, but not at the expense of customer or product. Your questions only imply costs can be reduced by cutting services"
- "These things are difficult for instance, how could you define enough money-would we ever have enough?"
- "I would say we could do with more affordable housing. Most people I speak to agree with this, but we are anxious not to lose any of our green belt. Redditch is already too close to us. I suggest one of your people sits on a bus and looks up at the amount of empty flats above shops and empty houses. These people should be forced to move or sell"
- "Some weeks ago I telephoned for help from someone who could give advice on a tree in our garden. I left a number of messages and to date no-one has contacted me"
- "Again, the same as above, you cannot do everything with central government cut but there should be a reasonable withdraw of funds for less important issues"
- "There are parts of SDC services that are very good, in my opinion e.g. the refuse collection services I don't know whether people are happy with the times, they ways or where these services are delivered. SDC should consult more with their council tax payers about where the money should be spent. The Bancroft saga comes to mind. I would think that SDC gets enough money to meet it's commitments-perhaps it should look at what it's spending on admin"
- "Stratford Upon Avon has better services and quicker than the villages"
- "The SDC is slow sometimes at delivering services"
- "MP letters and emails to SDC have all gone unanswered"
- "Question 6 was difficult to answer because I do not feel I am informed about how SDC services are delivered. Also I am not really aware of what the public thinks about SDC services. I read the Stratford Herald and Midwest newspapers but there have not been many stories related to SDC services"
- "Spending seems to concentrate on the town of Stratford and its facilities. The state of cleanliness of roads and grass cutting in the outlying villages is not always good"
- "Ask people to opt out of written communication in favour of web or email, this will save money. Difficult as it may be SDC must use it's money better and not always treat it's citizens as a cash cow"
- "Living in Alcester seems Stratford gets the lions share of the cake"
- "No council tax rises in a recession!"
- "More money could be used to improve drainage & flooding problems"
- "Focus on productivity. This means more for the same or less spend"

- "Since the amalgamation with orbit it is harder to get things done. When it was the housing association we had a quicker response"
- "I don't always read the papers/leaflets but always want to be kept informed! As for the services one I'm always aware of is rubbish connection, others are more unseen hence the neither agree/disagree as harder to comment on all areas"
- "Because more of these services are in any rural areas. No buses according to Shipston Link pass the farm-they do, all we get as said previously is the refuse collection"
- "Must be more efficient and meet the demands of it's customers"
- "Leisure centres hold so many clubs that there is a very small window when members of the public can actually go swimming. I lane left open is all that is required or a small section in the teaching pool"
- "No council will ever have sufficient funds for all it wants to achieve. Right now the public, this household, has faced massive increases in bills, no increase in wages. Friends/family despair and we are all aware it will get worse"
- "Apart from the details in this survey, I don't see any details published or available to local residents of the SDC area"
- "Without the magazine which was over the top"
- "Despite this recession, services should not be reduced. It is at times like these that people need the support of service providers most, and can afford an increase in charges the least!"
- "The amount of council tax we pay is not proportionate to the services we get. We all feel we are paying for Stratford town itself"
- "SDC has enough money if it's stuck to essentials in tough economic times and least postponed if not cancelled of? schemes"
- "Last question: Difficult one-after all the government has too much say in local affairs because of the grant system"
- "Little or no evidence supporting SDC service delivery; when, the way, where. We do not seem to have any influence on these aspects. Questionnaires such as this have a tendency to ask the questions that SDC feel are important and put it in a way that almost guarantees the required response"
- "Stratford council should not constantly pass planning for more industrial development and should certainly reduce the bus fares subsidy-the bus companies are paid a fortune for running empty polluting double decker buses"
- "People referred to in the above question certainly doesn't refer to anyone I know. I and none of my friends have ever been asked when, where and the way we want things done and then it followed through! Local governments are all the same. They do the best they can, which is not good enough"
- "If you don't use many of the services it is not possible to give an opinion. The local papers give hints in their reporting"
- "Stratford district is a very affluent area and has a very high proportion of houses well above Band D therefore its council tax reserve is proportionally very much higher than indicated. The only service I have is collection of refuse and use of car parks. The huge hike in car parking charges is deterring me from using the town centre at all!"
- "Having spent most of my life in Redditch I have been impressed in recent years by the extent and quality of the various services provided by SD council. In particular the service and advice offered by staff in the council offices in Elizabeth House has been excellent!"
- "Pension for life for staff should be abolished immediately"
- "I do not use any of the services provided by SDC. I do however use the waste disposal service and that has deteriorated since the contract with Biffa was cancelled"
- "Not enough money spent on highway maintenance"
- "I honestly think that quite a few of SDC's services are done, delivered etc. to fit in with their time schedule etc. myself, for instance-I have to phone up at least once a month, sometimes every week because my wheelie bins which are outside my front door and in full view of the road keep getting missed being emptied even though I am on a pull out system for the last 8-10 years and it's not good enough. I have to phone the SDC so I end up spending more money by using my phone to complain about the services"
- "The planning department and enforcement officers are absolutely useless in my opinion. Our neighbour has extended his property and made several alterations NOT on the

original plans but nothing has been done about it. The inspection of plans prior to this work was a complete waste of time. Do what you like seems to be the motto"

- "The council provide excellent service given the small grant from WCC. Suggest council? For a large percentage of council tax?"
- "The amount of tax collected by the council from residents-does not reflect the quality of service one would expect from these high rates. The funding and energy directed to world class Stratford should be cut immediately. There is nothing world class about any of it where do residents future fit in all of this. Where are the benefits for them?"
- "I am a pensioner aged 75"
- "Some services must suffer to enable the more important issues can effectively be addressed"
- "We would all like more, but we have to be realistic. Also SDC have to cut their cloth according to their need. An old saying but perfectly true"
- "Waste money on projects"
- "It has too much money! You need to become far more efficient. Small villages get little or nothing compared to what we paid. Stop wasting money on rebuilding gardens! The public cannot afford your pensions and costs"
- "SDC 127.43 band D Police 171.22 seems very high-our police station is usually closed!"
- "Generally, services are delivered in a good competent way, but the council seems to concern itself with matters outside its remit. It also seems to ignore the parking problems of local people. e.g.: 7-8 o'clock on a Saturday morning. Easy access to the banks or butchers"
- "Some of the statements are quite leading, especially the last one"
- "I find it impossible to answer this question because I have no computer"
- "I live in the hamlet of Ascott in a house built in 1947. There was not much money for such buildings just after the war and this is a poorly constructed house-thin walls, etc. I think it is unfair that we pay the same amount of council tax as many other 2manor house2 in the hamlet"
- "I do not think it is possible to provide first class services given the current economic climate. If SDC could maintain it's current standard that would be a good result"
- "No comments needed"
- "As a Studley resident I'm angry and worried about the possible closure of our fire station-I along with others would gladly pay slightly more council tax if it meant we would keep our fire station"
- "The make up of the DC is appalling, not many of the councillors have a say in what directly affects them in Stratford. Why should a member from Mappleborough Green or Shipston be given a say in what the town needs!!!"
- "Rarely have to use personal services from SDC"
- "SDC receive a lower per capita grant from government funds off some other councils and should continue to lobby for higher grants to keep business rates lower-town centre cycling/parking rates driving business to Maybird Centre"
- "While SDC use contractors to carry out some of the service needs, experience of residents is the service provided is not of a satisfactory standard. Their value for money is apparently not achieved. There is no apparent audit to ensure the relevant standard is met. The only feedback would be from residents' complaints. A proper unscheduled physical audit is vital"
- "If you have not enough money be more efficient like us pensioners have to be"
- "Weekly waste collection is an issue I am not satisfied with, neither is the mixing of recyclable materials"
- "I don't think the majority of people have an informed engagement with council spending, how much council tax operates and which council does what. I do but do not have enough detailed information of SDC's current finances to comment"
- "I am a widow in a band D property and due to retire in a few years I only have a pension from my husband's employer and a part time job. I do not wish to stay in my property but what help will I get to move?"
- "The problem with leaves, flooding, electricity failure due to trees not being lopped still exist after many attempts to sort it out"
- "More priorities should be made for the residents. The Chapel Street car park should be made available to residents only-the council employees use the park and ride to

encourage more use. This one provision could help save shops in the centre which encourage tourism"

- "In a recession SDC has an overriding responsibility to reduce council taxes while doing it's best to provide essential services. There should be more communication about: a-the council's commitment to this aim and b-the efficiency measures being implemented to achieve it. Reduce in real terms"
- "Above questions/statements appear conflicting to me maybe because of my age-senior moment?"
- "SDC should seriously review the delivery of it's services to see how it can be done more cheaply, like business they must deliver more service for less money. I would have no objection to outside consultants doing this"
- "It is the proliferation of police spending that makes the council tax artificially high. As they are responsible to no-one there is not much anybody can do about it"
- "SDC decides when, the way and where people want them"
- "We have bins collected fortnightly one week recycling one week general rubbish not as Q3 says this fortnightly service is adequate"
- "As far as I can feel the council services are perfectly adequate"
- "I find no problem with SDC services"
- "Do not close the council office in Telegraph Street, Shipston On Stour"
- "Statement 6- SDC will never have enough money to meet ALL the demands. The way to optimise the spend would be to concentrate on the essential services and to ignore the demands made by government which are not required by the public. Translation services for those residents who can't be bothered to learn English"
- "Many S U Avon residents perhaps wrongly believe that as the town attracts millions of worldwide visitors per annum that the council has the limited funds available perhaps many are the ? Aware that central government contracts the purse strings and many other decisions on other issues! More has to be done to educate local residents"
- "Tend to agree the services are pretty good think parking charges are too high think these are sending people out of town as they can get all they need at the Maybird without charge. Now Marks has moved there it must have made it worse-so many shops closing shows this up"
- "Services are ok and those who deliver them, it's the office workers that need to be more accountable for their performance and productivity"
- "I believe a lot of money has been wasted on the Bancroft Gardens, they are dull and uninteresting I asked for a small grey bin and still have a large one, there are many others as well"
- "It is difficult to provide a judgement as people's wants are not communicated e.g.: How many people do or don't want fortnightly rubbish collections?"
- "From my own experience the repairs system and I speak as someone who has told it will be done in 28 days and 60 plus I am still waiting. Something wrong with the system?"
- "Wellesbourne leisure Centre scrapped on a whim and a fancy! In the present economic climate no one/organisation has enough money to meet all demands-a question of prioritising and wastage"
- "I can only give you my own ideas. I certainly think there should be a rise for councils to keep all services going. But I'm afraid people with low incomes are not going to be able to take on more and more charges so something has to be done, I suppose you already know this?"
- "My answers are true to the main SDC but I think on the whole council payers on the edge of SDC does tend to be ignored"
- "Where I have lived neither nor it is because I find no experience in these matters. When I ???"
- "We need better roads, maintenance in Alcester. The new housing development in central Alcester was too big and has changed the feeling in our part of the small town"
- "SDC takes no notice as to how residents feel and provide no way for this feeling to be reflected. It just seemed to ride rough shot over residents"
- "Council tax is very high, especially for people like me and live alone. There should be no such thing as band a,b,c etc. as we all give the same services along the line. Some areas of services are very poor and need to be bettered and improved. Especially in today's

hard findings we can all appreciate that the more money people need to do these jobs the more we have to pay out but it should be overall exactly the same everywhere then people wouldn't mind paying for excellent services"

- "As I live in Henley In Arden I don't experience all services provided by SDC"
- "The majority of residents do not read communications sent to them-but wait until a problem arises. All a question of costs"
- "There is not sufficient information to answer the questions to which I have answered don't know"
- "Most services are promoted as being? promoting by the SDC, most monies are not used wisely for what they are intended i.e. too much waste"
- "Views are pretty clear by now"
- "SDC concentrates spending too much on Stratford's town centre to the detriment of outlying areas"
- "A once a year statement is not adequate services are inconsistent, in the wrong area and on services not required"
- "Undoubtedly SDC could use more money but I believe we maintain spending even if this means an increase in council tax"
- "A local council will never have sufficient money to meet all demands. A careful balance is therefore requires between the level of taxation and services provided. The former must not be increased in times of recession brought about by poor central government, it follows logically that some carefully chosen services must be?"
- "Road surface covering laid in last year-looked cheap-stones everywhere-except of course in retail parks where it seems SDC have no control or even worse are probably being controlled"
- "Regarding the last question in Q6. I would have thought that the council would never have enough money to meet the demands that people make and expect"
- "Not particularly motivated and to have very little to say apart from I think they waste loads of money on the wrong things at the expense of what the general locals want. Cheap or free parking, cheaper shop rents which will allow for more shops to stay open and not close after 6 months-don't forget we are all in a recession the SDC have to forfeit breakfast meetings etc.!!"
- "I feel the SDC does not listen to the people who live in Stratford. The town is not world class, the areas by the theatre is awful and the amount of empty shops reflects the ? of the parking charges"
- "When question council tax assistance I was told no help for OAPS that's it! Very blunt"
- "Have you tried to deal with the council? If so you will have experienced bureaucracy and superficial efficiency but in depth and very ordinary responses"
- "With the exception of Trinity Mead. The roads, grass cutting, hedge cutting was reused by the council because of the cock up the councillors made. This is not acceptable. You take our money but do not accept responsibility"
- "Footpaths in the Edgehill area are becoming overgrown, and gutters are never swept out, causing flooding to footpaths"
- "I think my village in particular is not catered for. The withdrawal of funding for the leisure centre was unacceptable. The village is as big or bigger than other centres where facilities are far superior"
- "High council tax and low standards doesn't seem right nor does losing sight of Stratford's heritage by the constant overbuilding and over development of the town, the council should represent the people of the town and keep the heritage rather than destroying it"
- "Services are not shared out fairly in the district. Some areas get much more than others although all areas pay the same in council tax far too much money is spent in Stratford for the benefit of the tourists at the expense of the ? parishes"
- "Although it is often said ""to make a good omelette you have to crack eggs"" there is also an element of careful mixing of ingredients to consider!"
- "Collection of bins is decided by SDC, not the public. Payment of community charges for pensioners is not controllable, and cannot be dispensed or reduced-it is always escalating and pensioners simply cannot always pay it on a fixed income. It is even compulsory or at worst blackmail. In other words, it's lump it or like it"
- "Adequate value for money. However costs must be managed to no more than inflation.

Constant increases above inflation not acceptable"

- "SDC needs to modify its approach of maintaining the status quo on at extra cost to that of providing a better service at cheaper costs"
- "Q6-2,3,4 One hears mixed views on these points, I don't often need to contact SDC and have had no major problems but friends and neighbours have had some dissatisfying encounters with SDC"
- "General wastage of resources need to be better monitored"
- "As I have not used almost any of the services supplied I cannot answer the questions"
- "I feel that small villages are neglected - we have no street cleaning in place that I'm aware of, we have to travel to access any leisure or childcare programmes."
- "Council Taxes should not go up this year."
- "money must have been made by the council to meet demand e.g. selling our hospital, encouraging tourism and visitor events such as the bulldog bash, otherwise why do these things that most local residents have been against from the start and cause such inconvenience"
- "I'm not convinced that the money the Council has to spend is spent wisely. Especially regarding the villages and transport and housing."
- "I don't feel that in general people are interested in what the Council provide in the way of information, they just look at their council tax bill and comment on that, unless of course they need help or wish to complain about something."
- "I don't use the services very often but haven't been particularly impressed with the waste collection service nor the way my enquiries in relation to this have been dealt with. Other areas are fine."
- "There can always be good uses found for extra money but in current circumstances this would be a luxury. It is important to maintain those services that can only be delivered by the DC. Hence my suggestion that some street cleaning could be reduced as others including householders could substitute for the demands on the DC. Similarly with play schemes etc."
- "I tend to agree that the services provided by SDC are good"
- "I wish there would be a more interventionist role played by the environmental services dept. I have made complaints regarding a neighbours pigeons without result."
- "You do not put the money where it should go. An example of this is how you waste money on the rusty hulk up on the roundabout on the top of the Banbury Road, we told you we did not want it, yet you go ahead and erect it anyway. Not good enough."
- "Difficult to answer with much authority. Quite happy with provision where I live (village) but obviously this is one small area."
- "You spend too much on communication"
- "The number of houses being built in and around Stratford seems ridiculous without additional schools, doctors surgeries etc. The Birmingham road is a joke and traffic congestion just gets worse."
- "Communication on spending tends to be after the event. Before views are sought decisions have often been made and the communication is about justification of spending. Grand schemes such as World Class Stratford being a classic example of Councillor egos over riding common sense."
- "There are not enough police visible walking the streets It is annoying when 6 or 7 council workers are seen doing what I or any other man could do on my own, or at most with one helper, e.g. as I saw when magnolia behind Globe House was being pruned. This suggests the Council managers are not paying due attention to efficiency."
- "I feel that with the costs soaring further funding is most needed but as a poor and disabled person I realise that I can ill afford such increases"
- "As a light user of most services very hard to judge these"
- "I just know that when I have required information or help from the Council they have been very helpful."
- "The railroading through of the wheelie bin approach to rubbish collection illustrates a disregard for the needs/desires of everyone I know. We now have the ugly blight of these bins ruining the look of all the districts towns and villages and filling the front space of terrace houses for which they are COMPLETELY inappropriate"
- "SDC services are delivered where people want them With regard to this point, who are the 'people'? Are they the residents of Stratford on Avon?"

- "In answer to the "adequate communication" I have marked "strongly disagree". This is because too much info is provided via the wrong methods. It should only be available on-line or at offices/libraries. Sending details via post is wasteful and damaging to the environment when most people put this straight into the bin."
- "The services we use are good and cover most of our expected demands on the council"
- "More leisure facilities for teenagers in rural areas would help. Why can't teenagers use the gym if accompanied by their parent in the evenings? I wanted to join the local gym and go with my 14 year old daughter. Not allowed even though I would be with her. I can understand not wanting gaggles of girls but surely promoting relationships between parents and teenagers is a good thing?"
- "I hear very little about the council, what it does and how it spends its money."
- "My only complaint is that I live too far from Stratford to share some of its benefits."
- "Found that all our requirements are met."
- "The services are so wide ranging that it is hard to answer such general questions"
- ""when", "the way", and "where" can really only be judged by those using each service. The answers above indicate scepticism, but "don't know" seems inadequate."
- "General maintenance of open areas is good. Rubbish could be collected fortnightly to encourage further recycling and composting of own waste. There are many services available which I don't use so obviously am not taking advantage of all services offered by the council and cannot comment on their quality, however important that such services are available to all. Current council tax fees are manageable but I would resent paying additional council tax for services that I do not use. In addition, due to the rise in house prices it seems that even small properties are in a higher banding which makes the cost of living in your own home more expensive. A similar size property to the one I live in would be banded as B in Yorkshire."
- "I consider it unnecessary for the council to pay so much for the glossy handouts to tell everyone how well they think they are doing their job. I consider it an unnecessary expense to have notified householders in Stratford that the mop was coming... It has been on the same date for many years and Wilsons put up their own notices."
- "Stratford is a nice place to live and the general environment of Stratford is well kept. Spending should maintain this environment."
- "To produce more leaflets about spend would be a waste of money. Your main bulk of people will not be rural like ourselves therefore I can only assume that they get good service. I don't want to have to pay any more money so SDC has enough money to meet the demands on its services, if not then you should cut admin."
- "Services in a rural community like Broom are well met, but I feel my answers may have been different if I lived in Stratford itself. Litter and control of environment are far more of an issue. Traffic congestion in the town centre gets worse and worse."
- "While I have recognised that SDC probably has too little money ideally to deliver all services, I do think that there is always scope for cutting waste and duplication. One very small observation that is perhaps relevant - when I called recently at the reception desk there was a queue - but several people at the specialised desks were sitting doing nothing."
- "The difficulty with a questionnaire like this is that one tends to have a 'personal' reaction to Council spending and efficiency. Being in band G with only 3 bedrooms makes me somewhat annoyed to start with if improvements are not immediately obvious. (A telegraph pole in my garden which was deemed unsafe 2 years ago has still not been replaced!!\*) I cannot understand why black bins are collected more often than the grey re-cycling ones .....I often have to consciously fill the black ones with re cycle stuff (paper, plastic & stuff )in order to get rid of it!!"
- "Reduce the staff overheads involved in delivering services"
- "I am sure there are many more demands than resources as in most public services. Unnecessary spending is probably also a problem however - bureaucracy and paper work probably taking up most of this."
- "Generally I am satisfied with SDC's services, although it would be helpful to receive details of spending more frequently."
- "There seems to be a culture of the Silent Majority being overruled by the Vociferous Minority so that an unelected body (Stratford Voice) seems able to overturn decisions made by our elected representatives. This should be addressed so that monies allocated

to projects are not diverted or wasted."

- "I have no complaints about the level of service that SDC gives; but have not been in a position where I would have appreciated a high level of service."
- "Can not make adequate comment ref budgets, however in terms of communication I would assume it is getting people to take more of an interest rather than the communication it self. The info is available if people look."
- "How much money has been wasted in this financial year on grandiose schemes?"
- "Would like to be reassured that services are rolled out across the district in a fair distribution and not just in Stratford itself."
- "I think too much is spent on communication via colourful newsletters. More money on service delivery would mean better services."
- "We all have to tighten belts. It is vital that departments look at optimising the effect of their work in the most cost effective way making the best use of staff. Staff must be trained and if needs be new attitude should be nurtured to optimise effort to the best effect. There must be buy in to improving services at all levels through better processes and team priorities. Penalties should apply to departments who do not improve. Don't spend the whole time discussing it though or navel gazing will take over from the real tasks in hand."
- "The council seems to take responsibility for things which should be left to individuals or concerned groups as well as paying lip service to things which clearly do not work, never have worked and cost money. I refer to the expense of getting bottles and tins washed out before recycling. The amount of materials, washing up liquid, hot or cold water and our time, make this a nonsensical chore and costs more than it saves."

## Appendix 3: Comments made on another option preferred to deliver housing growth.

### 63 comments

- "Locating new housing based on where there is a shortage for long time locals"
- "You can't even pick up rubbish properly"
- "Option 1 but with a bit more control on how the buildings look"
- "Brown field development in all areas. New green field only as a last resort"
- "For new small developments of 500 homes each creating a number of villages"
- "No expansion. More houses and people means a poorer quantity of life"
- "Leave things as they are and fight any proposed increases"
- "Combination of all 3 but keep total development to 5600 dwellings"
- "Development of brownfield sites in the main rural centres identified in option 1. Green field land development should not be considered"
- "Would rather see windfall building to meet targets opening gardens to small new developments not huge house estates as proposed in Shottery"
- "Do not increase the target by 1900"
- "Combination of option 2 and 3 option 2 to get a bulk building program and 3 to try to keep families and communal parties together"
- "Any new development to be on a brownfield site only and schools, medical/dental services to be increased with large contribution by all developers."
- "None of the above. There is no infrastructure to support any option. Schools, doctors, police etc"
- "I would support the Middle Quinton Eco Town development. This would solve the local housing problems for the foreseeable future, ensure this area has vastly improved infrastructure and prevent development in the small towns mentioned above. Family rural villages would be preserved in their current state."
- "Development on Brownfield sites in exciting centres and new small settlement with proper infrastructure (roads and facilities e.g., schools)."
- "2 & 3. Oppose and Greenfield development."
- "No further dwellings."
- "Options 2 and 3"
- "No more housing in or around immediate vicinity of Stratford."
- "Only use Brownfield sites."
- "Not for us to decide. Any decision will ultimately depend on the benefits offered to the council by their chosen developer."
- "Should be a mix of options 1 and 3."
- "Stop growing the main town and surrounding areas. There are already too many people here."
- "People need to be where shops and public transport are easily accessible"
- "There needs to be a more rigorous investigation of empty dwellings and a follow up of enforcement of landlord's responsibility to ensure dwellings are habitable. Where developments are not proceeding with approved planning authority enforcement to complete within a set period i.e. 1/2 years should be effected"
- "99"
- "Adhere to the village plans most will not support large scale redevelopment as the council will not add the additional facilities required"
- "How about a mixture of the above-not a new Greenfield site though"
- "Where are the jobs? Until there are new business requiring new employees what are the people in new housing going to do?"
- "No further development of Greenfield sites for affordable housing"
- "Why not purchase and take over existing vacant office blocks and convert to housing"
- "Do nothing at this time of recession"
- "Stop over developing why do we have to build on every scrap of land in Stratford?"
- "Use all brown field sites"
- "A combination of the use of Brownfield site plus a small expansion of housing in villages in 2% maximum"
- "Option 1&3"
- "Stratford has had enough new houses altogether. No more should be built here in mass

quantities"

- "Very difficult to know there are so many issues with these choices"
- "New thinking needed: Focus on Brownfield sites and housing that uses up less space and less energy"
- "Leave things as they are. Do not deliberately increase the population, we are the limit now for jobs, work, schools etc. and food"
- "Large scale development and rural settlements"
- "Stop all development for 5 years; Stratford's losing its market town identity. Money talks new building of solicitors"
- "Consider all options within reason"
- "No more housing no infrastructure to cope"
- "It seems unfair that one area should take most of the development. Could it be spread between the large areas mentioned and be smaller ones-blackwell-ettingham? I'm unsure of the spaces available in these places"
- "Development should be on Brownfield sites whenever possible, whether in towns or villages"
- "Do we really need more housing, I do sometime doubt the suggested need."
- "Sensible combination across the district. However full consideration must be given to infrastructure as in some areas of recent development infrastructure has not been improved accordingly."
- "Combine 1 and 3. Give Parish councils the option to find locations for additional mixed housing as an alternative to your planning dept doing it in their stead. This will reduce the pressure somewhat on relying on Option 1 alone"
- "Concentrate on Stratford upon Avon alone."
- "ONLY USING BROWNFIELD SITES!!!!!"
- "I think it needs to be a combination of all 3 some areas need more houses but the current infrastructure (Shops , schools etc) is poor .Villages need affordable housing to attract younger families"
- "Development within existing settlements - renovating/renewing empty property. Brown field sites should not include existing gardens."
- "In-fill housing in disused urban land. I particularly like the way Henley-in Arden has managed to add houses in hidden behind the main street. This gives the benefit of the houses in the town without ruining the look or feel of the town. The best solution of all is where derelict or disused buildings are renovated or replaced to provide the additional housing."
- "Re-use of industrial or brown field sites for housing purposes minimizing the impact on greenfield sites."
- "I can't understand the final sentence in your introductory paragraph so I don't know what the options are based on. Please write in plain English and not Council gobbledeygoo"
- "No more development in Stratford district we do not have the basic infrastructure for more houses."
- "I don't think any further housing should be built upon greenfield land. Any further houses built should be affordable houses only and built upon brownfield sites and available only to local people."
- "As no growth in jobs in this area - only housing for the elderly / sheltered housing should be promoted to enable them to move out of inappropriate housing - freeing up accommodation for others - rather than more ' commuter' housing."
- "Regardless of the Panel's recommendations, housing growth to 2026 should be capped at no more than the original 5600."
- "Option 1 but trying not to use any greenfield land but utilise as much brownfield sites as possible."
- "I really think that a combined approach is best. A 'New village' here or there (long Marston and Lightorne Heath) would not hurt the area if done sensitively to the environment and with a Poundbridge design approach. Small additions to villages can bring good development and should encourage cheaper sensitive housing options so villages are not just for the wealthy. A bit on each of the larger towns will then not seem too great. Must be done with consideration for employment too."

## Appendix 4: Reasons residents gave for their choice of development option.

### 399 comments

- "Use of Brownfield sites fine. Keep off green belt land. No further expansion of areas boundaries"
- "I'm in favour of infilling rather than creating new or expanding existing settlements"
- "There are more amenities available to householders in the centres named in option 1 than in options 2 and 3"
- "Wellesbourne already has a large private development i.e. Dovehouse Estate, so this has already expanded the village; the bypass has isolated this established development. The suggested infill at Redhill is within the main village and would be acceptable small scale development should not alter the community feel. Social housing development is urgently needed for young people and families"
- "Stratford and the rural areas are already big enough, so a new settlement with appropriate infrastructure would be best, though finding a location would be a thorny problem"
- "Formerly designated Greenfield lands should be sacrosanct or we will all live in an urban sprawl before long"
- "In reality, development will be a combination of 1 and 3 with option 2 being driven by central government, In all developments you must be sympathetic to the wishes of existing residents"
- "With such high housing prices of properties the majority of people with even two wages are unable to afford a mortgage unless their fairly well off parents help as in my immediate neighbours. So more social housing for less greed in inflated house prices?"
- "More houses around here for young people"
- "Any of the other 3 options will put the cart before the horse and make/encourage people to move to where the houses are built, whether locals who have to move out of their home village even if by a few miles, or long distance commuters/incomers, attracted to a lovely location"
- "I feel very strongly that Greenfield sites should not be built on and that villages need affordable housing"
- "Option 2/3-Would put too much strain on existing or nearby resources"
- "We have plenty of housing-it's badly run from Westminster. Refusing to develop any more Greenfield sites is the only way. Tell those useless morons to stop immigration and tell the people who need benefits to get a job. I'm fed up with supporting other people by excess tax=yes that I have no say in and which are wasted!"
- "Access to essential services"
- "Ideally no more houses would have to be built as dictated by central government but only housing identified as necessary locally I option 3 would be the least of 3 poor choices therefore Stratford and the main rural centres are already suffering infrastructure problems due to excessive housing build already in place"
- "Option 2 sounds like Long Marston Army camp. Option 3 rural developments are usually no good to young people as they are expensive and you need a decent transport service which we don't have"
- "There are already housing estates which seem to be adding to flooding. Too much tarmac/concrete etc. we have too little green rural areas-leave the countryside as it is!"
- "Local kids grow up and have to move away. Village houses are used for trouble makers and misfits!!"
- "I believe a one off new community will prevent erosion of quality in existing settlements and a new community can benefit from good planning, the best environmental standards and the chance to start from scratch to the best standards"
- "Again SOA is concentrating on the upmarket development. Affordable housing is a joke in SOA. Employment is limited with more and more businesses moving out. Therefore the main core is the tourists for catering field. I.e. the lowest paid workers result-the younger generation moving away. More and more immigrants who share housing and accommodation"
- "We need to ensure there is affordable housing available in towns particularly for the residents of those towns"

- "Villages have become havens for old and rich. The need new life, young people which will bring shops, transports etc."
- "Difficult choice I think a mixture of 1 and 3 would be best, trying to build on Greenfield land unless really essential and keeping extra building in smaller villages in keeping with that village"
- "The main rural centres are already large enough and have large numbers of houses available on still market which does not require more properties for sale"
- "I have chosen option 2 because this is the one that suggests using Brownfield sites and not green sites. As I have already stated, as someone who was born in Studley 62 years ago we are already swamped -Birmingham overspill. Please choose some other place where they have a lot more land to spare than we do"
- "Need more small rural settlements to keep younger people in the area"
- "This would probably save areas such as Henley in Arden losing more land to development. A small area of about 2000 dwellings would give a small village"
- "The Greenfield sites should be at all costs kept, once built on, we've lost part of this country's heritage forever. Brownfield sites should be used at future generations whatever happens"
- "Obviously building on brown field sites is another alternative than invading Greenfield sites but existing areas of housing that are run down should also be considered when thinking of providing extra housing"
- "Building on Greenfield sites would damage our beautiful countryside and most towns in Stratford District would not cope with a massive influx of people"
- "Living in a village that floods often building big sites causes more intense flooding"
- "I would like to see existing sites used first as there is so many"
- "I think smaller expansion in a variety of locations would minimise the negative impact on local infrastructure"
- "Stop pressure on large town's i.e. small shopping areas. 2 Create workshops in a completely new area like Long Marston. Your best example is Gaydon Air Field which did not put any strain on local areas in fact it increased surrounding house prices!"
- "Slow expansion of current urban areas is less likely to cause problems than building new towns/villages"
- "I am against the development of housing growth on Greenfield land because an increase would have an impact on the environment and wildlife in the area. Also the options 1 and 2 would put a burden on hospitals, schools and doctors' surgeries and other local services because of the unsustainable increase in population and a better solution would be tighter controls on child births immigration etc."
- "All the new developments you have allowed to be built recently are characterless, ill thought out areas that look like any other new development in the UK. there's nothing local about it"
- "A new settlement would incorporate it's own facilities e.g. shops, schools, etc. to continue with the existing strategy, just puts additional strain on existing facilities. Focusing on rural settlements does not help with employment in this area"
- "Many Brownfield sites remain an eyesore and should be developed. Growth is spread out and minimises impact on local services. Greenfield development incurs greater infrastructure costs"
- "Option 2 would have to built with it's own services and utilities whereas existing towns and villages may struggle to cope"
- "Add to existing communities"
- "Stratford DC serves smaller communities well. Several smaller communities are better than one big one. Blending this strategy with expansion of the main rural centres would take the pressure off Stratford. I grew up in Crowthorne Berkshire and saw the market towns of Wokingham and Blacknell destroyed by unimpeded growth. Don't destroy Stratford"
- "A small new settlement could be built from scratch with all the facilities required i.e. schools, shops etc. A majority of the houses could be affordable houses, possibly making it a younger community to be built with the idea of promoting community spirit"
- "The extra capacity will be spread around so will hopefully not be too noticeable"
- "I think that small additions to lot of villages are fairer than other 2 options. If it doesn't achieve the 1900 dwellings don't lose any sleep over it!"

- "99"
- "No expansion. More houses and people mean a poorer quality of life. When the country is concrete and tarmac there is no country left! Pause for thought"
- "We have a problem with increased heavy traffic. Sat navs are responsible"
- "We are constantly bludgeoned by central government, to accept increases in local populations and settlements this cannot go on"
- "Using Brownfield sites is surely a better option than Greenfield sites"
- "Because there is no surefire answer to the housing problem"
- "More sustainable than expansion of villages and enabled provision of proper facilities"
- "Believe we should develop brown field sites rather than move into green belt areas"
- "Brown field sites only"
- "A radical choice needs to be taken to enable redevelopment of a Brownfield site. A new settlement would allow greater flexibility to introduce green sustainable energy supplies. Less of an intrusion on surrounding communities. More job creation/development of new village. Opportunity to improve transport links. Opportunity to provide social housing"
- "I simply don't know enough about it so my judgement is slightly impaired. I chose an existing scheme that could see had been used. Though I question the use of Greenfield sites I know more housing is required"
- "I have no reason to question existing strategy"
- "Build homes on old commercial grounds first. Build 1 and 2 bedroom flats and stop building expensive 5 and 6 bed houses just because the builder makes a bigger profit"
- "Spreads the impact"
- "By adding small amounts of houses to each village there is no major impact on the surrounding roads, plus it should help to boost income for village pubs, shops and keep rural post offices open and for numbers in rural schools"
- "We are of the opinion large new developments i.e. estates are particularly intrusive upon what is essentially a rural location, with little local industry and the infra structure and the repercussions it will undoubtedly have on wildlife to which ultimately we are only custodians for future generations"
- "Stratford has taken more than its share of growth. Selected villages for growth could enable continuation of post office/shops/pub or regeneration. A mix of all these will no doubt occur"
- "There is frequent reference to the lack of housing in villages for locals who are unable to afford prices. Also I do not understand where the people are coming from to occupy 7500 dwellings together with jobs, services, schools etc. I am 85 years old people should have more say"
- "We don't really need extra housing but equally divided would be better"
- "Huge housing estates put more strain on current facilities. If more are built what proposals would the council make for new schools, doctors, public transport etc."
- "Targets in the past have ended up being exceeded. I think current targets are too high. SDC should fight any attempt by RSS panels to impose an increase"
- "Facilities exist in the existing strategy named areas. In many smaller villages no facilities exist"
- "This option causes the least impact on the environment and rural communities. I would be very interested to see where the strategy thinks that new housing is going to stop-it needs to otherwise the face of SD will alter irrevocably and our unique countryside will be fragmented beyond use"
- "It's the best of a nasty selection"
- "There is unlikely to be-or to be provided-the infrastructure to support option 2. Option 3 would not provide the growth required"
- "The development of existing urban areas is far more beneficial than to create new settlements"
- "The rural centres identified can sustain further capacity for development"
- "This would facilitate regeneration of rural areas, particularly villages with an elderly population"
- "Maintain development away from rural areas but around main conurbation"
- "Combination of option 2 and 3 option 2 to get a bulk building program and 3 to try to keep families and communal parties together"
- "Towns are already well serviced with amenities so synergies occur when increasing

housing in towns"

- "I would not like any growth building or otherwise in my village"
- "New developments should only be considered on Brown field sites. A new settlement could if developed sensibly and with good environmental credentials be an asset to the area and an example to the rest of the country"
- "More development in Greenfield areas will kill the golden goose by destroying that which tourists come to see. Medical facilities do not allow for tourists. Schools need to be near housing to reduce some of the transport problems"
- "This would be best way to keeping the destruction between urban and rural"
- "Other than meeting government targets, the strategy adopted should reflect keeping the SDC area environment as is with only small developments. Again, nobody is talking about developing our road system to ease the unacceptable level of congestion locally, particularly Clopton Bridge and Birmingham Road. A bypass for Stratford or a traditional road. Bridge should be a priority"
- "Not happy with option 1 as Kineton and Wellesbourne are large enough. Anymore houses would be too much of a pull on parking, doctors and schools"
- "If adopting, small villages which are already oversubscribed would become merely commuter housing estate and lose all character"
- "Brownfield sites should be used not Greenfield"
- "Britain is overcrowded. We should fight further building of houses on large scales"
- "Smaller villages would benefit from added housing to build a viable community and thriving neighbourhood. Whereas to build in main rural centres just adds to existing problems caused by members and puts unnecessary strain on already restricted resources"
  
- "Far too much development occurring in Wellesbourne without supporting infrastructure. People need more housing in larger towns where work is located"
- "Option 3 would benefit rural village communities and would not have such a big impact as option 1 and 2"
- "My choice was purely selected on the negative wording of the other options. What other options do you really expect us to select when given that wording. May have selected a different option if the wording wasn't so damming"
- "How does the council propose to develop the infrastructure to support 1900 dwellings? Where will the money come from?"
- "As far as possible we should build where there are disused buildings and warehouses etc. in order to save our green heritage"
- "To prevent village sprawl"
- "Could well be similar to eco village. Why make small rural communities bigger?"
- "The smaller villages could not support expansion because there are no shops and no public transport"
- "Far too much land is concreted over and reducing the areas for agriculture. There will come a time in the not too distant future when being able to grow your own food will be important as other economies get richer and importing foods becomes ever more expensive. Where will we do it if the land has been built on? HANDS OFF Greenfield sites!! Some small expansion in main rural centres and villages could help-? But not wholesale town on green site-too much already!"
- "A small new settlement is likely to come with appropriate support facilities. Further expansion in existing areas is likely to overstretch existing support facilities"
- "More properties in the Studley area would necessitate the much needed by pass for the village. This would be an absolute must have to receive any number of new buildings"
- "If Brownfield sites could be used this would be the best option"
- "If it's both possible and practical to use only a Brownfield site this is to be preferred to further erosion of our Greenfield locations. I feel strongly that my grandchildren should have as much access to countryside as I have had-not a vast urban landscape"
- "Allows continued development of our community for future generations"
- "Urgent need for social housing"
- "Although I do not like building on Greenfield sites, I feel this is the fairest option, perhaps it could include some of the larger villages"
- "Less impact on the environment. Although the proposed closure in some of the fire

stations in these areas definitely wants reconsidering as with further developing would put more people at risk by reducing services"

- "Whilst I understand the need for housing growth I do feel that local authorities are going about this the wrong way. It is essential to provide work for residents before imposing houses on the area"
- "Development must be properly supported by investment in facilities-joined up thinking on transport and local amenities. Use of Brownfield sites must be prioritised. Derelict land used ahead of any Greenfield site. Both appear to be absent at present"
- "More discussions with present residents who are aware of problems. Why was a traveller's camp allowed to go ahead outside Shipston without planning permission or consultation? They have now tarmaced their road and built substantial brick walls of entrance gates"
- "Smaller villages should be left alone"
- "Why increase existing areas-villages etc. and turn them into towns-small and large. Elderly people are already existing villages and small towns being increased distressing quite a few people. I speak to hate it and see that their passing? A better option. Myself and them included hate the idea of turning our small towns and villages into much larger settlements-despite the council's promise of them being kept to a certain number of added premises. Create new settlements"
- "Option 2-destroys more Greenfield land. Option 3-destroys the village concept"
- "If Stratford itself continues to grow it will soon become a city like Coventry"
- "99"
- "There would appear to be many existing properties that only require modernising and refurbishing! I do not see the point of building new properties when there is so much development in Stratford including areas known to be susceptible to flooding. Small developments carefully planned would be preferable to large developments on green belt sites"
- "Schools not big enough infrastructure roads etc. not in place to cope with number of residents, volume of traffic, bearing in mind Stratford and surrounding areas are major tourist attractions"
- "Any new developments should be away from Stratford areas and new build should be out of these areas. Away from Stratford areas"
- "There would seem to be enough development in Stratford-anymore needs either extra facilities or puts too much pressure on existing areas"
- "The option would restrict the upheaval to one area and not upset areas all around? The must have is a by pass around Stratford Upon Avon to keep the town traffic free"
- "Option 1 is a well developed and sensible strategy which enables existing facilities and logistics to be utilised. Option 2 would require greater development and hence cost due to the concentration of development in one defined area. Option 3 not only does not meet the additional requirements but could create additional problems for rural areas where facilities are stretched"
- "Good to use a Brownfield site"
- "Because existing main rural centre have but transport networks and other facilities and infrastructure. They are also most likely to provide employment opportunities"
- "The infra structure to support any future expansion e.g. new school is not these. Try building more housing for families in the north of Warwickshire where there are spare school places. Stratford used to be a pleasant market town"
- "This option hopefully would mean still some green around the area"
- "This lovely England is being concreted over"
- "Infrastructure is already in place for these areas"
- "What should be brought in mind is how any chosen development may benefit the electors. If any development results in an increase in traffic, it should include a school, play area, shop etc. It should also be designed for the future, not just functional but aesthetically pleasing to the inhabitants"
- "This option will not unduly upset the already overcrowded transport systems within and around Stratford"
- "We need to use up the Brownfield sites and leave the green belt free for future generations and the health and environment of the present population!"
- "A community of 2000 dwellings would have a major impact on any one site and option"

3 as is stated is unlikely to meet the 1900 dwellings recommended"

- "Brownfield areas are quite plentiful. These should all be used before Greenfield sites are considered"
- "Option one would put yet further strain on public services which never seem to be part of developments-schools especially"
- "This is already in motion. I am not happy with Greenfield land being used however if needs must. Please can we keep rural areas rural or there will not be Greenfield land anywhere before long in SDC area"
- "Leave green or rural site alone"
- "Housing policy has led to young people obliged to leave the villages where they have strong links because there is no affordable housing. This created an unbalanced community. More affordable housing should be available in the smaller villages"
- "Insufficient infrastructure in rural areas to develop new settlements or rural settlements and believe that green field sites should remain Greenfield"
- "Means it is spread evenly not affecting traffic in one area. Encourage more people to buy in areas and result in an improvement in amenities"
- "Pallners are ruining the town and surrounding area, stop the growth. It is not essential to grow and spoil the character of this town"
- "As a resident of Shipston-Shipston has already doubled in size in the last 10 years! enough! Putting additional capacity in smaller village would not be so invasive and maybe enable village pubs, shops, pubs to thrive"
- "I think the areas identified in option 1 are already quite large and could be ruined by further development"
- "We should not use anymore Greenfield sites. Transport problems if new settlements built"
- "So that all SDC services can be targeted in built up areas"
- "Important to keep the Greenfield land but at the same time meet recommendation"
- "Option 1 is the least worst option. At least houses would be built near where facilities already exist-roads, schools, shops etc."
- "Am really not sure! This just seemed the most desirable choice!"
- "I think the main rural centres have no room for expansion due to the call on local services and the infrastructure. This is the case when considering the number of houses required. I think option 3 would have less of an impact than the other options"
- "Option 2 would give the inhabitants the need of shopping and social facilities, near the town. Most villages now only have a church and a pub"
- "I think where possible Greenfield sites should be left alone where possible but realising this will not be possible then extending existing rural centres would seem to be the answer. However these sites should have their own infra structures updated to cause as little possible future problems. Flood plains should be kept free unless adequate drainage for the whole area is looked into in great detail"
- "If developing in rural communities it will increase population in villages and support rural infrastructure by making it more economic-e.g. shops, bus routes, pubs etc. If expansion as done sympathetically then extra houses would not be noticed"
- "The areas mentioned are already explaining. Further growth will destroy their village character and turn then into small towns. Green belt is precious and should be left intact. Using brown field sites is a better option"
- "Too much housing need to utilise what we have more thoughtfully"
- "I live in Studley and don't want our village to grow anymore and become ruined"
- "Protect the countryside and restrict development to existing areas of housing"
- "Keeping villages alive must be a priority, people and jobs in a rural community mean good fellowship and stability. This subject requires a more lengthy reply and therefore the above comment is only part of the equation!"
- "? Of small expansions around the district will have a greater detriment? with the continuation of agreed policy"
- "Do not feel that developments in greenbelt areas are in the best interest of the rural communities as green areas are the attraction in these areas"
- "It is better use of brown sites where possible, no more green than is absolutely needed. Once ground is under concrete it never changes. We are a small island and need to keep as much green as possible"

- "Although no additional housing would be preferable, I believe that if there is no alternative, a development of 2000 homes should take place on a Brownfield site only. While I oppose the building of a new town at Middle Quinton a smaller development on the Brownfield area of the Long Marston site could be the answer. Under NO circumstances should development take place on a Greenfield site, with the proposals by Bloor to build 800 homes at Shottery rejected out of hand"
- "To keep villages alive"
- "We do not require any further building on greenbelt in Studley, we have a terrible pollution problems, also parking and road problems due to very heavy transport using the village road"
- "I strongly object to another huge housing development in Wellesbourne. We do not have the structural means to accommodate this i.e. schools. No leisure facilities, no good transport. The village has already grown to town size, enough big houses. Need small pockets of small houses affordable and to rent"
- "Stratford infrastructure is proving not to be able to deal with the existing strategy"
- "Most urban areas are big enough already. A new settlement would not need more parking spaces. No disturbance of utilities e.g. gas, electricity, water and drainage in already built up areas"
- "The town centre has had much development in recent years-a short break to assess the effect of this would be useful. Smaller villages need some expansion of affordable housing to keep them alive"
- "Has worked satisfactory in past it will continue to be acceptable as long as growth is modest-too much development will upset current balance and should be restricted"
- "There are far too many empty dwellings throughout the country and there are far too many development sites on which no work is taking place even though planning permission is in place. These developers need to be properly investigated to establish why the much needed dwellings are not being built"
- "I believe that it is essential to embrace existing main settlements rather than start small new settlements"
- "Re small hamlets/villages development. To prevent retirement villages where there are few children.-young parents living. Healthier for children to live in the countryside. Would cut out some of the road-level pollution for babies. Children when they are at their most vulnerable ages"
- "Use Brownfield sites-don't use any more green field or overdevelop existing villages"
- "We need to maintain rural areas for future generations"
- "Prevent creation of super towns, everywhere by developing rural communities"
- "To share out the impact of new housing and provide more choice for those wanting to live in the district. It would seem sensible to maximise the availability of smaller units on existing Brownfield sites"
- "I wish to sell or part exchange my home for a small retirement option, unfortunately I have no option but to move from SDC area as there is nothing available unless your a council tenant"
- "Renew life in villages. We should not use Greenfield land without looking elsewhere small settlements unless done well, seem to become slums"
- "We need more housing in all areas because there is a lot of homeless or in dear rented accommodation"
- "This would appear to be a more balanced strategy than either 2 or 3 as long as the areas mentioned maintain local services such as post office, shops and bus services to the smaller villages and towns"
- "No employment for new?"
- "All housing is affordable. If it is expensive, usually the location is desirable. If you can't afford to live in an area that people have worked hard to afford then go somewhere that you can afford and save up"
- "Option 1 seems to minimise the disturbance of untouched countryside. Stratford and the main rural centres identified already have the infra structure that could be expanded to handle growth"
- "No new towns these bring in multitudes of problems in one fell swoop and build bad feeling in a community such as Andover in Hampshire and the London Overall. Sort out the gypsy camp problem take a firm stand against further sites be positive in this

stance"

- "Currently I have a large garden which as ageing prevents continued use as a garden"
- "This is a danger that too much new housing development in existing centres can change the character of the town/village and make it a different place!! People live in Stratford because they like it and they don't want it to be another Redditch"
- "I favour the modern plan or similar that would be self supporting, even Birmingham Road is clogged up now"
- "I don't know enough about this to venture an opinion"
- "I think small new settlements would be more conclusive and do more intimate society without spoiling existing ones in small villages"
- "? Housing by 1-unconditioned immigration, 2-breakdown of families. National government needs to address this"
- "There are probably people on the list who should be with their parents or relations. It appears to be too easy to leave for whatever reason and ask for somewhere to live"
- "I think Southam is a growing town"
- "It is better to keep villages unspoilt and to extend towns here?"
- "Use of Brownfield land is preferred to any Greenfield option. Development within the rural area is preferable to counteract the trend of depopulation in rural communities because of the lack of affordable housing"
- "I have seen a dramatic increase in housing since I have lived in Stratford and I think it has to stop!!"
- "There seems to be ongoing demand for houses in the villages and would not put such a strain on the services e.g.: sewerage etc."
- "There seems to be a number of Brownfield sites which can be utilised instead of leaving them unoccupied, derelict and an eyesore"
- "Probably of all 3 ensuring there are enough school places when developments are planned"
- "I am concerned that the rural centres mentioned in option 1 will be increased without the infrastructure of schools, medical facilities and sports facilities being increased as has occurred over the last 5-10 years"
- "I don't favour the development of a completely new community-this has got to be more costly and more detrimental to the environment than just enlarging existing communication"
- "My wife and I live in Broom. We like it better-both 87 years old!!"
- "Very much disagree with the use of Greenfield sites"
- "Stratford is already over demanded and very poor, such as Birmingham Road and Trinity Mead which will become slum in a few years time"
- "??"
- "Using existing strategy in areas of option I would meet required additional 1,900 dwellings"
- "Affordable housing for people in lower income bracket would not only provide and enable families to live together, but increase self esteem of people forced to live with their relatives"
- "I think that too much development has occurred and use should be made of empty property"
- "Demands, I would assume, will be centred in amenities which makes the rural centres a round choice. BUT infrastructure, roads, police, transport, schools need to keep pace"
- "It is sensible to expand exiting centres of population and employment providing communication links are improved. The small new settlement is clearly Long Marston. I think by the time you achieve this another SDC fudge will have taken place!! Small scale development in rural settlements should be considered BUT in the current climate this will inevitably mean low cost housing. A scheme which will condemn poorer people to isolation"
- "Option 2 is ridiculous. The choice of questions is biased and limited, it does not address the need for compromise"
- "We already do not have enough places at Stratford High School for demand. The traffic in Stratford has increased hugely since 2000 when we moved here to a rural market town. Too much development takes the character of the place away"
- "I live in a rural village. There are no houses for the young to stay in the villages they

were born in"

- "Option 2 is the one that provides the best opportunity to create a 21st century community with the potential to install a proper infrastructure which should contain the capacity for expansion-if necessary to contain all 7500 dwellings"
- "Residents believe money and power give way to public opinions. New towns with the county S U Avon council should do all in its power to help keep local areas of beauty and not give way to the wishes of developers! The public wishes must be first and foremost in all major development issues!"
- "To keep some Greenfield land for farming"
- "Before new houses are built you must make sure services can cope. Schools are full, dentists, doctors etc. where are their jobs? There must be more local transport-now houses cant have double car ports-our roads are full as it is"
- "Because transport is not good it is easier in the towns"
- "Leave things as they are. Do not deliberately increase the population, we are the limit now for jobs, work, schools etc. and food"
- "No more expansion to Stratford Upon Avon as the infrastructure is not coping and the more competition is occurring, Stratford Upon Avon is losing it's identity with over development"
- "Stratford does not have the facilities necessary for anymore housing"
- "I feel that rural settlements are suffering and losing too many services such as post offices, schools under threat. Some careful development could boost such locations and help them to thrive"
- "The centre of development appears to have been delivered in a balanced and disciplined manner. The demands for the future should be developed or evoke from the same disciplines"
- "Other options would increase service costs in the medium to long term. Help develop communities"
- "Usage of Brownfield sites for more preferable than Greenfield sites"
- "Green belt should not be built on"
- "Option 3 would help to avoid all houses being owned by the council"
- "What about Long Marston eco time this satisfied all demand sin one fell swoop"
- "Building more homes a few here and there would be a good idea, I can't see any places for a sprawling town it is not what Stratford is about please let us keep Stratford as it is there has been enough change"
- "Many families would like to live in villages they have always lived in but find prices too high to live near loved ones. I.e. children now grown living near their parents even if there is space to build, and help care for them. A more sympathetic attitude advice and help from SDC would be appreciated"
- "I think we should encourage infill wherever possible before expanding or creating new settlements. Putting more housing in small villages who often have very limited amenities is not the way forward"
- "In Kineton we do not want anymore houses-flats it is nice as it is"
- "Rural centres are probably best suited to? Expansion. Further expansion in Stratford would require a significant increase in families and certainly the creation of a by pass cannot be further delayed"
- "There is a lot of empty housing all over the country which could be utilised before taking land to build even more"
- "The town of Stratford does not provide enough employment for residents already, building more houses in Stratford will create more pressure on main roads in and out of Stratford. Expanding village housing will help save village amenities such as schools, shops etc."
- "If development in rural areas is done well and carefully managed it could give more people the opportunity to enjoy living in this beautiful are without having to destroy the nature of our town. Stratford has been over developed-you cannot drive on a Saturday-gridlocked-we need more managed development with parking"
- "Some small villages could do with some new housing to allow for first time buyers to buy property and bring life and children to the village"
- "It is felt they too much development in towns is detrimental resulting in too much traffic, on roads not designed for so much volume. If development is to take place, then

roads should be built to direct traffic away from busy town centres"

- "The town of Stratford has grown too much over the years-why not do something about the empty houses in town?"
- "Large developments are not easily absorbed into any community"
- "I am concerned about over development in the area. I believe we shall lose the rural atmosphere that we like and the reason that we live here-unless, of course it's affordable housing"
- "Option 3 is not realistic. I would destroy the existing rural centres making them small towns instead"
- "In reference to Alcester, current services such as sewerage is not up to the job if more houses are added"
- "The current strategy has been well thought out over the years. This seems to be a related to the capacity of settlements to absorb development. Stratford is best served by public transport and the market town if? developed will park and ride service for surrounding villages"
- "Continue development in these areas of local towns to hopefully create nearer house/job location and not to disturb our fast disappearing countryside through motorways and new developments although this isn't always possible"
- "Huge new development simply increases traffic congestion. By spreading the load of new housing development the congestion effect will reduce"
- "Make sense to extend existing rural areas/centres"
- "There is a need for 1st time buyers at realistic prices in this area, also need for affordable renting places"
- "Stratford has already lost a lot of its character as it grows. Brownfield sites must be used not Greenfield land or not Stratford but other locations in the area will be destroyed too"
- "A reluctant answer. Further development in villages change the character of the location. Other problems then arise i.e.-travel to work, schools etc. Would prefer a reduction in the number put on the area!"
- "Shared misery. You have argued out option 3-so why include it?"
- "Option 2 would in my opinion use and tidy Brownfield sites and stop the ever increasing use of open spaces and Greenfield sites so important to the environment"
- "We don't want over-development at present time"
- "Stratford does not have the infrastructure to cope with more housing and I think villages will benefit more from new development. I am really against building urban extensions using Greenfield sites"
- "The amenities of most areas are not enough to support more housing. There for a new development with it's own amenities would be more suitable to all concerned"
- "The existing brown field site which has been in its current state since the 1960's should be developed for housing. It concerns the ex-blue circle land at Bishops lakes in Bishops Itchington"
- "We do not want any more farmland or Greenfield site developments"
- "More rural housing is required so families can live in communities they have grown up in"
- "If additional housing is to be built it is better to spread the growth rather than do it all in one area"
- "No need to dilute current approach"
- "I chose option 3 because I feel it would have the least impact on established communities/several dozen or so small scale developments preferable or small towns becoming large"
- "Brownfield site is best option provides that infrastructure is sound/made sound. No Greenfield!"
- "Stratford on Avon has lost it's identity as a market town, setting the rural settlements and is now focussing on tourism and theatre. Therefore the rural settlements need to expand and grow as individuals to meet the requirements of a vibrant market town, offering a full range of services to it's local residents"
- "I realise option 3 which I have chosen will not provide the full development required but if adopted and worked in conjunction with option 2 should surely move towards the extra 1900 dwellings required. To ignore rural settlements would be wrong. I live in one

myself. The occupants tend to be elderly and finding volunteers for public or community service is very difficult. The injection of new and younger populations will help the rural settlements to flourish-otherwise they are in danger of dying"

- "I would vote for option 1 but there is no sign that the community could sustain the influx-we need a pedestrianised centre of town (see Stratford for excellent example of how this can work-a vastly superior rail system from Stratford-stop keep relying on Warwick parkway"
- "Stratford has already been overdeveloped. We do not have enough places at schools, dentists, doctors etc. No thought has been given to the road infra structure, surely these issues should be addressed before large amount of housing is built??"
- "I think that spreading development into villages and small towns will keep them all viable and stop the huge growth of towns, causing more traffic in them"
- "You keep putting up houses but you do nothing about the traffic, we don't have a decent hospital"
- "Until there is adequate transport infrastructures, suitable road capacity, bus routes, branch rail lines, development should be kept to main rural centres"
- "I support the use of Brownfield rather than Greenfield sites. Option 2 could be combined with option3, infill in smaller settlements and appropriate new housing in villages"
- "In addition to option 1 some infilling should be permitted sensitivity in villages, but the general amenity of the beautiful south Warwickshire countryside must be maintained to preserve it as a tourist area"
- "With the facilities that Stratford has your first commitment should be towards stores, parking, traffic flow and 24 hour bus travel. People of all ages will live anywhere if at the drop of a hat they can jump on a bus or train or park cheaply"
- "We hear continually about village life dying and facilities being uneconomic. Allow planning to let the villages grow not by massive development of houses but by selected developments meeting all needs better affordable housing and other"
- "Why do we need to keep building houses when there are loads empty and falling into disrepair"
- "I would prefer to see reduced housing in the area and no more in Stratford"
- "Town has lost its identity/Birmingham Road development a mess/traffic chaos, Greenhill Street and train station no car park for visitors. Town shops/signs bright and -need to be like Canterbury or Bath. Traditional signs and shop fronts"
- "Consider all options. I believe control of development in all areas. Let private individuals develop small areas in addition to large contractors"
- "Greenbelt should be protected-not Long Marston super development by limited Normal village development would be acceptable"
- "One gets the impression that developers undersupply affordable % of? Also more help to housing associations"
- "Housing is required in Stratford as well as rural areas. Building in only one place will not meet peoples needs to remain close to families"
- "Large housing estates do not work, Ideal for drug abuse, unsociable behaviour. They are our future slums. Ideal environment for crime"
- "It seems to be the lesser of all the evils"
- "It would mean the rural centres identified wouldn't lose their character by loads of new housing"
- "I think Brownfield sites should be considered Villages cannot be further expanded without improved infrastructure and facilities. Building near flood plains or on allotment is not acceptable"
- "Spreads the volume of new housing around more equally and voids adding additional volume of traffic, services required to just one area"
- "Small villages should be kept as such and not expanded!"
- "Stratford is being destroyed by overbuilding using existing Brownfield settlement would be more beneficial and would then enable Stratford to keep a bit of it's heritage"
- "More single person dwellings needed in small villages. Young people having to move to the town to find affordable rented accommodation"
- "Many of the smaller village settlements would greatly benefit from the reasonable influx of new life, and hopefully local services/facilities as a result?"
- "By increasing all villages and settlements by 10% the increased housing need could be

met fairly without adversely affecting those settlements and spreading the load on all services and infrastructure. The proviso is that the new dwellings would have to be designed to the highest standard in order to not spoil the character of those settlements"

- "Containment of housing development... retention of the status quo is containing existing rural England from commercial and at times, vulgar and unnecessary structures"
- "Not encroaching on green belt areas"
- "If you wish to see a nightmare scenario for uncontrolled growth, visit Japan. Almost no green spaces in Japan-continuous urban sprawl"
- "Option 1 would help to destroy our little rural area's"
- "If the uncontrolled population explosion was responsibly addressed option 3 would cope adequately. It is not sustainable to carry on uncontrolled housing development and everything else that follows"
- "The main rural centres identified have more facilities than rural settlements. Option 2 would be the next best and could have necessary facilities built with the houses"
- "Maintain the character of Stratford"
- "Crowded town"
- "Provided due care given to the provision of necessary road improvement to aid congestion and enable the town to function without being clogged up with extra traffic"
- "Large scale developments detract from all areas, making them dormitory places for larger towns. Land costs reduce effective value of affordable housing. Small rural settlements will help invigorate and maintain local schools and infrastructure"
- "I totally disagree with using Greenfield land to build upon. Especially in the light of the Trinity Mead development which has provided impractical family accommodation at unaffordable prices. We have sold our house and despite my husbands decent salary cannot afford another property big enough for our family of 4!! We live opposite a council/housing association property which has been empty for over half the time we have lived here-how many more empty properties are there across the district?"
- "Although some derelict land has been developed, most places still have derelict sites or unused buildings which could use fully to developed without encroaching on green land"
- "In my opinion it would be better to spread the development over rural areas as well as Stratford to stop new oversized developments being constructed with not much networking of shops and facilities for these new houses. This is exactly what has happened in Shipston On Stour"
- "We have seen proposals to build communities in rural settings, despite being described as brownfield sites. A settlement of 2000 dwellings could only be described as small, if it were tacked onto a larger settlement, like Stratford. 2000 dwellings in the middle of the countryside, with no medical, educational, transport, employment infrastructure already in place, is tantamount to building ghettos and can not be described as small. It makes more sense to establish settlements in locations where the provision of transport, work, education, etc are already in place or could be provided easily. These locations would tend to be in Main Rural Centres, not in rural settings."
- "I am more than happy with the present strategy"
- "I think that brownfield sites should always be considered before greenfield sites. Most small villages would not have the facilities/schooling etc. to make them an option. Traffic in Stratford bad enough already without more housing"
- "Increasing option 2 & 3 will result in greater costs to the sdc, as so many new services would have to be implemented to make them work and these are expensive"
- "Stratford has already been spoiled both for visitors and residents alike, by sprawling bland housing estates."
- "OPTION 3 WOULD KILL OUR VILLAGES AND WOULD CREATE AN URBAN SPRAWL, LOCAL COMMUNITY LIFE WOULD CEASE TO EXIST. OPTION 1 APPEARS TO BE IN OPERATION AT PRESENT AND THE MARKET TOWN OF STRATFORD UPON AVON WAS UNTIL RECENTLY (AND WILL BE AGAIN NO DOUBT AFTER THE RECESSION) A BUILDER'S PARADISE. THE CONTINUING TREND FOR NEW BUILDING WILL LEAD US TO CALL THIS ONCE BEAUTIFUL PLACE REDDITCH UPON AVON"
- "Too many houses in Stratford now and we can not cope with the amount of traffic, especially on the Birmingham Road. Traffic plans need to be looked at before any more houses are built."
- "I don't like any of the choices!! Anything that intends to use green field and

countryside is totally against my beliefs!! The countryside is too precious and is being used and swallowed up too much. I think areas of land can be obtained in towns or existing housing redeveloped and extended rather than destroying green or brown fields. Unused commercial buildings causing eyesores should be redeveloped into housing instead."

- "The rural development can be met quite adequately with the larger type 'Villages' and all migrations from urban communities - viz-a-viz Orbit Housing imports should cease immediately. There is sufficient Housing stock in smaller Villages to accommodate local Children/needs. What is essential is the curtailing the influence of the Orbit Group. They have expanded the organization on the grounds of economy. I have yet to be advised of any cost savings or reductions in staffing levels. If the reasons for the influx of people from outside is an experiment in social engineering, it does not work! Between the two World Wars Mussolini took people from the South of Italy and provided homes in for them in Northern Italy. The net result - a 100% increase in the influence of the Mafia."
- "Option 2 would allow the most environmentally sustainable form of development, allowing efficient transport infrastructure etc. to be incorporated into the development without overloading existing infrastructure (a risk with a), or spreading development so thin that no substantial infrastructure could be provided (a risk with C)"
- "I've chosen option one but there again there is only Southam anywhere near where I live."
- "Extra homes should be slotted in where there is room available rather than building large new estates."
- "I think it's better to develop where infrastructure and other facilities already exist rather than putting more strain on areas where there aren't good services (e.g. transport, shops), which might also increase levels of car use and distances travelled."
- "My daughters lived in a brand new settlement in Cambridgeshire and said it was well planned"
- "Option 2 would create too much strain on infrastructure. Option 3 - small villages do not have the infrastructure or transport to support increase in population."
- "Option 2 would give opportunity to create real new communities rather than extensions of existing which on past history will become housing developments with little community infrastructure. Given composition of many of our rural settlements expansion if these will either underpin the NIMBY approach adopted by the objectors to the Long Marston development proposal or result in poor ghettos that can be seen in some villages as result of the previous key settlements policy."
- "Just my opinion"
- "I would be reluctant to see more development on greenfield sites. I think it is undesirable to keep adding bits on to existing centres. Developing a Brownfield site from scratch is more environmentally sound and means that a properly thought out infrastructure can be put in place."
- "development should be spread amongst the community"
- "I believe that continual erosion of Greenfield sites leads to a messy sprawl of suburbia without a clear focal centre point that promotes a sense of community."
- "You should be housing the population in various parts of Warwickshire, and not just pushing people into one area. Not everyone wants to live in a large housing complex, just look at the state of Trinity Mead! No one wants to live there, they only do so because they are not given affordable choice."
- "Take a look at other countries and their policies regarding housing local people. Focus should be on young people who were born in this area; providing housing should be compulsory and the location is almost irrelevant. Providing housing to incomers at the expense of local people's peace of mind is an affront and borders on dictatorship."
- "Stratford would seem the least damaging to the Warwickshire environment, lets keep as much green as possible in the country side, villages should stay as much as possible, villages."
- "Offers a broader spread of development thus avoiding massive growth in individual communities which could change their character enormously."
- "Villages desperately need to evolve"
- "I would go for option 3, but this would not meet the amount of development required by the panel. I believe it's important that the villages are developed to provide social

housing or cheaper private properties for lower earners within the villages and not to build executive style housing. There are not enough school places within the Stratford area to support housing development within the town, and a lot of the housing already built (i.e. trinity mead) is rented out to multiple occupancy."

- "I believe that a new settlement could be created at a suitable site such as Long Marston provided it was planned in a sensitive and environmentally concerned manner. However, this alone would not provide sufficient new houses to meet the target you have indicated. Consequently there would still need to be limited expansion of the major centres and small additions to villages where appropriate."
- "I think Stratford has been spoiled and the new developments are too big without the necessary office and facilities for the families in the new housing or the previous residents of the area. Smaller developments and improved facilities encourage larger companies into the area - improve job prospects. Stomps was a fantastic place to take children, what is there in Stratford now of that scale!"
- "The lesser of three evils. However, I believe that the larger centres could cope better with increases in population and the demands on resources which this would mean. Smaller villages would not be able to absorb anything other than very small increases in population, and there would be higher expenditure required on services - sewerage, water, electricity, gas - and also roads, health services, etc."
- "Why do we need to keep re-working the strategy? Invested interests perhaps or perhaps the officers are just not doing the job properly in the first place. The options provided here are structured to generate a desired response."
- "Less disruptive option and therefore should be able to implement in many more areas, with the full backing of residents."
- "Don't really know enough about details. In principle precious Greenfield sites are used far too often and should only be used when all brownfield sites have been developed or where there is no alternative."
- "some of the smaller villages could be made larger and then the infrastructure could be upgraded and the transport links improved then all communities could benefit"
- "I think the further extensions of existing rural centres would cause less disruption and it seems the obvious thing to do. Extending existing provision is a better idea, rather than trying to start from scratch and build a whole new development."
- "I believe option 2 to be the most sustainable in the long term. Option 1 - expanding existing centres may fudge the issue of things such as transport infrastructure, local shops etc. Option 2 for (re-)development of a brownfield site means these things will have to be provided as a matter of course as the settlement would be unviable without them. Measured over decades or even longer this should be the cleanest/most environmentally friendly option."
- "Housing needed in towns in close proximity to jobs. Keep villages rural."
- "Housing needs to be distributed throughout the district where local people are able to remain within their villages near friends & family in affordable housing and not forced to migrate to larger towns. This forced migration leads to loss of community spirit, relations and identity. Breaking up the community leads to social isolation increasing pressures on SDC, Government & Police to provide assistance and services where this was traditionally managed within the community. E.g. elderly neighbour next door! With the increased Environmental pressures, SDC needs to define satellite commercial/industrial hubs equidistant throughout the district to provide local employment for the increasing population whilst keeping traffic & population to a minimum. SDC should also include employment at nearby centres outside of the district e.g. Warwick, Leamington Spa & Evesham when considering housing development. Stratford Upon Avon Town has seen a vast dis-proportional amount of development of new housing mainly because of the profitability for developers compared to rural villages. SOA town development should be excluded from the immediate development plans (up to 2026) until the housing demands main rural centres has been satisfied / balanced"
- "The provision of low cost housing is vital in small settlements to enable the young first time buyers who live with their parents to stay in the area if they desire. Increasing the size of the small communities helps protect the viability of the community facilities. I do not agree that you cannot achieve your target of 1900 houses by enabling a lot more small scale development, change your planning policy to allow more development but in

the smaller settlements with a much greater requirement for social housing i.e. 1 private house for sale would have to build 1 social house"

- "It spreads the load and lets local people get involved in the process"
- "Stratford on Avon has better resources than Southam, so build the houses there."
- "Amenities are not increasing in line with large housing estates such as trinity Mead. Greenbelt should be protected."
- "The Supposed ""main rural centres"", especially Bidford, Kineton and Wellesbourne do not have sufficient shops, employment or other facilities. Also building in these locations will simply encourage more travel into Stratford increasing pressure on the roads in and around the town and on the rural routes."
- "Rural housing is inadequate in relation to the numbers who would like to move into rural areas. On the other hand newcomers often expect the same provisions in villagers they were accustomed to in urban streets so growth must be well balanced between houses and shops or pubs."
- "There are a lot of empty sites why destroy green land before all the brown land is used up????"
- "As above"
- "I live in the Model Village, located half-way between Long Itchington and Southam. It is currently a quiet, rural location -but it would not remain so if ""Settlements"" were built here. No-one objects to more housing for those who need it, but we would like to conserve the atmosphere and rural nature of our chosen locations. So a new ""village"" on a brownfield site would be preferred."
- "It makes sense to use existing larger communities as they have the services and infrastructure in place to support development"
- "I would have favoured Option 2 if it did not offer greenfield sites as an option. Option 3 might help regeneration of villages and businesses within them. None of the options are ideal, increases in housing usually have disadvantages in one way or another. I strongly prefer building on brownfield sites wherever possible, and infilling, rather than increasing the encroachment into green spaces."
- "Achieving the full amount of development required is no more likely with either of the options 1 & 2, in view of the unpredictability of the economic conditions required for implementing developments. Multiple small-scale developments are preferable for flexible housing-development."
- "Stratford needs to retain its small town look and feel in order to continue to appeal to tourists - urban sprawl does not help this! Also, having derelict or disused buildings in the town does not give the right image. This solution addresses both of these issues."
- "I think supporting existing areas of development is preferable to building a single new development because of the effect on the infrastructure. I totally oppose green belt development"
- "There is a housing shortage and it is important to redevelop brownfield land/"
- "Because people cannot afford to buy so the need for affordable housing has gone up"
- "I like the idea of reusing brown field sites."
- "I feel that greenfield land should be conserved wherever possible so ideally redeveloping an existing brownfield site would be preferential"
- "No reason to waste funds on changing the current strategy."
- "These are popular towns with good facilities for shopping, schooling, leisure."
- "Very concerned about the seeming readiness to use a Greenfield option. Continued development of existing centres has the potential to ruin the small town feel of these communities."
- "The existing strategy has been well thought out and bought into by the majority of the electorate."
- "Do not agree with building on greenfield land. Should use brownfield sites where possible and use derelict or ex industrial land which is deteriorating."
- "v.s."
- "It is important to maintain the rural surroundings"
- "I believe there is too much focus on Stratford and it doesn't have primary school capacity for more housing"
- "Existing main rural centres are established and are at capacity. A new development could be located where convenient with new services which would not stretch existing

villages."

- "There is too much development within Stratford town itself. I also believe that there is not the infrastructure in place for any more development within the district. The roads in the town are always full and further development whether in the town or out will only seek to increase the pressure our road network, health, school and leisure facilities. The problem is we build characterless estates which are poorly built which will in 25 years will become undesirable places to live but will have succeeded in ruining the character of Stratford. Stratford runs the risk of becoming just another town in the UK losing its appeal to the millions that come every year and the very reason why I love living here."
- "Far better and more environmentally friendly to develop existing brown field sites rather than destroy greenbelt."
- "Spread out growth of population to several areas."
- "Why is it always the villages who suffer? Build a new settlement on brownfield or stick to option 1 but stop dumping extra planning on the rural areas."
- "One of the primary reasons for the need for extra housing is single unit households whether arising from divorce, longevity of life or more care in the community. Such needs and the ancillary services that go hand in hand with such requirements are best met (but not exclusively) in a larger centre, in modern flat or smaller unit size accommodation."
- "Some of the main rural centres are already overstretched because the provision of facilities (schools, libraries, leisure centres, traffic management etc) does not match the growth in private sector housing in the town. I suspect housing density is already too high in these areas and it is important to preserve some public green areas. New planned villages at strategic points in Stratford District could provide the majority of the 2000 houses and some existing villages could manage some extra housing."
- "Stratford town is already getting too sprawling and losing its character - from many areas it is unattractive and looks like anywhere else - eventually this will deter tourists. I do wonder why the District needs more houses - are there really such a demand and the employment to support it."
- "AM quite happy with the existing strategy"
- "I feel we have expanded housing enough and lost community as a consequence. Time will rebuild our community but not if expansion carries on. As this is not an option then Option 1 is the lesser of the three."
- "To many young people are having to leave villages to find affordable housing elsewhere mostly in towns where after living in villages it is a different life style and not always better"
- "The 'brownfield' site seems to be the key. If land has been used previously but is derelict for example, it really must be put to proper use. This would stop more land being concreted over: this would avoid adding to the flooding problem, and avoid taking more space enjoyed by wildlife (the little we've got left)."
- "Towns already in existence have all the facilities to cope with further investment of housing.....roads, bus and taxi infra-structure, retail parks, restaurants etc. Too many village communities do not have this extra 'expenditure' in place."
- "Better to create a new settlement with its own services (e.g. schools, health centres) as many services in existing areas are already over-subscribed and may not have the capacity to meet the demands of further residential developments."
- "We need to maintain a good mix of properties across the district. We must avoid creating ghettos of one type of housing"
- "Having lived in Stratford for over 20 years the development of the town has been to date huge and totally out of keeping for a Market Town. It is fast becoming an area of bland housing estates and low quality shopping outlets. Shame on the planners. Stratford relies on tourism. Soon the town will become so unattractive no one will want to visit - they can go to Solihull instead."
- "Any new settlement puts a huge strain on infrastructure which rarely is sufficiently upgraded to accommodate this. The smaller the settlement the less impact on infrastructure. As much money, time and planning needs to be allocated to infrastructure. More congestion, more demand for the same facilities will make people anti new settlements."

- "As more housing is required it would be beneficial to spread the number of houses being built across the Main Rural Centres and if possible to use an existing brownfield site and to use greenfield sites only in sustainable locations."
- "I do not wish to see more greenfield land used. Using land that has already been built on seems the most logical answer."
- "Use of brownfield sites helps to reduce need for loss of greenfield and helps regenerate town centres and ex industrial sites."
- "If small villages and main rural centres expand too much into greenfield sites they might lose their character. Also, As small towns get bigger there is pressure to build out of town retail centres which would kill off the town centre (as it looks like will happen to Southam now that Tesco's plan has been agreed)"
- "Neither of the other options is acceptable to me."
- "The scale of recent developments within Stratford in particular has already hugely increased traffic and general ambience problems. Further upscaling in Stratford will exacerbate this deterioration in the quality of life. The same probably applies to most of the Main Rural Centres."
- "It is the best choice of the three"
- "To develop more brownfield sites. These are not so attractive to developers who prefer the easy greenfield sites!"
- "The character of the Cotswolds villages, which is one of the main attractions for residents and visitors, would be irreparably damaged by much more development. The need for new housing, if demonstrable should focus on existing conurbations, where services to provide facilities for the new/additional residents already exist."
- "I think option one would best support the objectives. Existing towns have some of the facilities needed to support the increase in population in these areas"
- "as above"
- "By default it now appears that 800 homes could be built in Shottery, this will be a disaster in terms of traffic, infrastructure, pollution etc. The ad hoc policy of continual building in Stratford until it bursts at the seams and becomes an overspill town of Birmingham and finally destroying it unique character."
- "I do not think it is fair or reasonable to expand the main rural districts further. The reasons for this are that these areas do NOT have the services to provide to all the extra people. It is already difficult to get a doctors appointment at short notice. The schools are oversubscribed in many of these places. Residents' parking becomes an ever greater problem when there are yet more houses without adequate parking for owners and visitors. Further these places will lose their community feel and sense of identity if they are expanded to become just another suburbia."
- "Warwick Gates development is a prime example of why we should not be creating large new estates. There is no community spirit, schools have not been able to cope with the numbers of places required, the youth living there have very little to do, there is insufficient parking in the design.....I could go on! Large housing estates do not work unless the wider infrastructure has been considered. Far better to allow infill and smaller developments (say up to 50 dwellings) on brownfield sites or to make small villages more viable and so attract services for that village .e.g. keep a village school open. Have we not learnt that herding people into large conurbations and 1000+ schools does not work?"
- "The reason for having a mix of options means that development can be better targeted at appropriate sites without over development in any one area."
- "Very anti the Eco Town at Long Marston or similar"
- "I am against too much development in rural settlements as often the services are not sufficient to support substantial growth."
- "New settlements would require much more money than using the existing centres all ready sent up with facilities."
- "Affordable housing needs to exist in rural villages - unless you want villages' full of old people (and no young people), then continue to build in towns. All villages need cheap affordable housing, albeit part share housing."
- "Communities that grow too large cease to be communities. Furthermore, roads and other facilities are seldom included in the planning, with the resultant congestion that caused bad temper!"

- "It seems easier to get the necessary infrastructure for 'new build' rather than improve services in existing towns/villages"
- "As above"
- "It puts new developments in urban areas where they will cause less upset."
- "Because I think it is the best option"

**Appendix 5: Other activities residents gave as a type of sport or active recreation they regularly participated in.**

**44 comments**

- "Canoeing, Tending farm animals"
- "DIY"
- "Tennis"
- "Bowling"
- "Tennis"
- "Fishing"
- "Rowing"
- "Amateur dramatics"
- "Tai Chi"
- "DIY"
- "Horse riding"
- "Flying"
- "Local voluntary fitness group."
- "Bowls"
- "Pilates and aqua aerobics"
- "Riding and working with horses."
- "Yoga"
- "Tennis"
- "DIY"
- "Bowls"
- "Horse riding"
- "Tennis"
- "Tennis"
- "Rowing"
- "Pilates"
- "Badminton"
- "Shooting"
- "I'm restricted by bad hip!"
- "DIY!"
- "Exercises"
- "Snooker"
- "Tai Chi, Pilates, USA"
- "Yoga"
- "Horse riding"
- "Yoga"
- "Bowling"
- "Darts"
- "Horse riding"
- "Sailing, canoeing"
- "Sub aqua diving"
- "Bowls"
- "Yoga"
- "Active play with grandchildren"
- "Making silver jewellery-cinema"

## Appendix 6: Other activities residents currently enjoy.

### 39 comments

- "Bloody hell, I'm only 43 years old so in 7 years I'm elderly? Let's change the barometer. Flipping hell I have no choice but to work until I die-? As pension-was joint in marriage-he took it! I had the children"
- "Work"
- "Auctions and table top sales. Anything recycles others unwanted goods. This could be expanded on as a community activity and a way of raising funds"
- "Helping others"
- "Hobbies"
- "Voluntary work"
- "Travelling, sightseeing"
- "Bowls, amateur theatre"
- "My dog and I are registered pets as therapy visiting establishments I belong to action for children support group"
- "Unpaid volunteer driver for a charity for older people"
- "Travel. Spectator sports"
- "Masonic activity"
- "Lots-too numerous to mention. Am 56 and have young kids!"
- "Life begins at 60-I'm 70. Long distance travel"
- "Thinking, writing"
- "Running meetings for local young people weekly in my home. Ages 8-11 every Monday ages 11-14 every Wednesday during term time only"
- "Long time member of the national Association of widows"
- "Geology. Geography. Writing, FDC -stamps"
- "U3A in Wellesbourne"
- "The company of my little dog"
- "Watching sports"
- "Going to concerts of music"
- "Going to Stratford races"
- "More rural bus services"
- "Quiz, puzzles etc."
- "Making craft items, water activities, driving, people watching!!"
- "Member of 3 history societies, gardening club, village society and village activities. Visiting boat sales"
- "Preserved railways and photography"
- "Hobbies"
- "Playing music-piano, clarinet and saxophone. Language -Arabic, campaigning"
- "COMPUTER STUDIES"
- "We have a motor home which we use frequently and a static caravan in Somerset. We also have a home in France"
- "Internet,"
- "run a Guide unit"
- "Playing music"
- "theatre - not sure if this comes under leisure pursuits I am a magistrate, but strictly this does not count as employment"
- "Active with CAMRA (Campaign for real ale). Limited intake obviously! Pubs are integral to community life. Not a District Council concern (?) but pub operating companies decimating the industry and hence social structure. Also I chair a local community minibus project, which succeeds well with involvement of local businesses."
- "Problem solving puzzles and charity work."
- "Old Cars, Boating, Sailing"

## **Appendix 7: Other services residents would like to be available to them as they get older, to enable them to continue to live independently.**

### **44 comments**

- "Don't know yet"
- "Health and life issues are common in over 70's group. More co-ordinated professional care should be available for consultation and practical advice"
- "Museums"
- "If I am ill I will look after myself"
- "Lists of tradesmen that have been vetted by SDC"
- "Good transport links with other towns in the district, so that I would be able to go out shopping should my husband have to give up driving"
- "Any service to enable independent living, transport to shops or vouchers for taxi's"
- "Facilities for mental stimulus"
- "Continuation of free bus pass"
- "Help with transport. Most importantly getting to doctors/hospitals/dentists."
- "Easy access to transport helpline"
- "I like to be left alone"
- "None of these. I hope I can look after myself."
- "Public transport from my village to local towns (free and regular)."
- "Public transport"
- "Better transport. It is a big mistake to encourage the shopping centre to which we cannot get to"
- "Not a good question-we would all like to have everything available"
- "Parking near centre of town so as to be able to visit bank etc. without having to worry about distance and cost"
- "Access to the gym"
- "Social activities for senior citizens"
- "My wife does all my cooking now, if she was incapable or died I would need some help"
- "Can't say until I get there"
- "We don't need any of the above but we may need them in the future"
- "Transport"
- "Co--ordination with family members"
- "Transport on request for the elderly"
- "Planning to think of the environment older people live in and how this can be improved to ensure continuing independence e.g. distance to facilities, transport"
- "Any support as needed at any time including the above would be nice"
- "Someone to check on you on a regular basis. Doesn't have to be a medical practitioner"
- "Organised leisure activities"
- "I hope I don't need any but I know how important this is to some people"
- "Transportation. Free parking, Food voucher?"
- "I don't know yet, I hope I don't need any help but if I did I would like it to be there"
- "Would like to live in same area to the same standard"
- "Village bus services to town"
- "Pensions"
- "Shopping taken out"
- "At 82, so far I am able to look after myself. I do worry about an accident at home. Telephone alarm would help."
- "A reliable register of handymen for small jobs in and around the house."
- "opportunity to meet with like minded people of a similar age and continuing to enjoy my life and to do things that I want to do"
- "equipment to enable independent living"
- "support with travel"
- "Self determination enshrined in legislation so that if and when my health deteriorates to an untenable extent, if I wish I can seek assistance in committing suicide without any physician or family member fearing the risk of prosecution, or the enterprise being bodged. I campaign for legislative reform."
- "None yet."

## **Appendix 8: Other issues which are most important to residents, when looking towards old age.**

### **14 comments**

- "Health and life issues are common in over 70's group. More co-ordinated professional care should be available for consultation and practical advice. In order to remain independent in own accommodation"
- "Will look after myself"
- "Am satisfied with my current lifestyle"
- "3 choices not sufficient as I would like my independence and be able to make my own choices."
- "I could tick most of these boxes"
- "All of them!"
- "Having local politicians who can be contacted on to put those who represent before their own interests and status"
- "All the above are most important to us"
- "Having enough money chosen as it enables independence and making own choices"
- "Actually, all of these are important to me"
- "Being allowed to continue my life as I want to"
- "Costs are out weighing income"
- "To be able to chose how to control and selective payment of community charge, i.e. to pay what one can afford!"
- "INDEPENDENCE and the right to self determination without fear of prosecution for any who assist me. I abhor the fate of so many who are condemned, all personal assets exhausted, of having to live in some kind of care home and have others look after me."

## Appendix 9: Reasons residents gave for moving to where they live now.

### 190 comments

- "Work moved to this area"
- "Moving into this house when I get married"
- "Family circumstances"
- "My late husband had a serious heart condition, so we downsized early, planning for the future and increasing our savings. Need to live in a local community"
- "Moved away from the city"
- "No one know what the future holds, Health can change everything"
- "Had little choice-divorce in 2000 lost the house-rely on council for accommodation, where I live thank goodness. Houses doubled in price and I was pregnant-could not get on property ladder"
- "Lived here for years since the children were small"
- "Lived here for 33 years and moved to cater for growing family"
- "Will look after myself"
- "Work reasons"
- "Wife lived in the village"
- "Past home was rented and owner decided they wanted for their employees"
- "My parents moved from a prefab in early 50's to this house and I took over the tenancy when they died"
- "Getting divorced"
- "Job"
- "Employment"
- "Was offered a housing association flat as I was homeless and experiencing mental health problems"
- "Lived in same village all my life"
- "Moved here when got married 40 years ago"
- "It is a nice house"
- "To be close to work"
- "To live in the countryside and enjoy rural activities"
- "Country living"
- "Better environment"
- "Born here"
- "Have lived here for 30 years"
- "Have lived here for many years and never regretted it"
- "Have not moved for 54 years"
- "Smaller garden"
- "Always lived here"
- "Lived here for 40, family home"
- "Lived here since 1979 and in the same village from 1963 -1979"
- "House went with previous employment"
- "Change of job"
- "First House and just stayed on"
- "To be closer to employment and rural environment."
- "Moved here 25 years ago for husband's employment. Now a widow and will have to downsize/move near family some time."
- "Promotion in husband's career."
- "Employment reasons"
- "Got married."
- "Personal reasons"
- "The cheapest area to live in."
- "Village life with pubs and shops and reasonable public transport for when not able to drive."
- "Job"
- "Decided to set up a business locally."
- "Employment reasons which no longer apply."
- "Returned from overseas."

- "To live in a rural environment, escape from the city."
- "I really like Stratford upon Avon area."
- "Repossession of Alcester property."
- "Nice area, larger house and garden."
- "I moved 29 years ago because of my work."
- "Originally bought my house to renovate it myself in between working overseas. Now it is finished and I am still here!"
- "Work location"
- "Just divorced, had 1 year old child and got new job in the area, therefore I needed accommodation to make it easier."
- "Beautiful place to live."
- "To get away from hooligans in Kenilworth who were making life intolerable and it is not much better here thanks to an inconsiderate neighbour."
- "Lovely place to live."
- "Wanted to move to a rural setting."
- "Larger house and more attractive situation. Bigger garden."
- "Moved in to home after marriage."
- "To be nearer town in hope to be able to be a bit independent."
- "We wished to downsize our house and purchase a newer one."
- "I am still living in the home I raised my family in, have no need to move yet!"
- "We like where we live. Have lived here from the year 1962 and don't intend to move and it is a rural area."
- "In search of a better life, but as a result increased loneliness!"
- "Because I liked the house and village and area which is why I don't want SDC planners to spoil it!"
- "Change of job location - my husband was in the army and was posted to CAD Kineton in 1987"
- "Originally to be near to work."
- "To be with partner."
- "To be near work. My previous home was in London."
- "Just fancied a change."
- "Down sizing of property."
- "Good position in my job, moved in 1971."
- "Retired to area."
- "Relocation of the company I was working for"
- "Made redundant and lost cottage"
- "Farming-business"
- "The only suitable place available and affordable at the time"
- "To be closer to workplace"
- "Liked the place"
- "Convenience to town"
- "Separation from wife"
- "House was larger, now widowed home too large"
- "Loved the house and area"
- "Having retired to develop a new way of life. Career had been very full and needed to be replaced in another direction"
- "From retirement"
- "Work. Love Henley In Arden"
- "Job"
- "Work"
- "I've lived in this house for 50 years-I was born in Stratford 20 years before that"
- "Work"
- "To be nearer the RSC theatres"
- "Just like Stratford"
- "Work and career"
- "Moving from Birmingham to a country village where the children would have a better childhood. Houses were cheaper in the country 45 years ago"
- "These answers apply to 1988, when we moved to where we are now"
- "Liked the location"

- "I had to move from previous home and where I am now was very acceptable for my needs"
- "Moved because of job"
- "Have not moved out of the district"
- "Married the homeowner!"
- "We lived in Cheshire for 40 years"
- "On marriage in 1963"
- "I have lived in Stratford all my life, so I didn't move here"
- "Wish to move from town to country"
- "Moved 1981 on leaving the Navy for job opportunity"
- "Down sized when husband died in 2003"
- "Moved for job"
- "Always lived here"
- "Change of vocation from work in London to retirement in rural area"
- "Family reasons"
- "To have a home after divorce"
- "Moved here in 1983 for work"
- "Virtually all of these aids I have now. I am 76 and 10 months old and everything is ok"
- "Employment"
- "Work relocation"
- "Work"
- "Liked area and village"
- "Work and environment"
- "To be close to the canal"
- "Specialist employment of family member-family member obliged to follow"
- "Since marriage, have always lived here"
- "Wife wished to move from isolated country residence, I did not!"
- "Business relocation"
- "To get away from noisy neighbours"
- "Cheaper to live than S-O-A"
- "Work"
- "Nicer property and environment"
- "Fear of isolation in the larger house in the village. needed to be near services, disabled partner"
- "Have lived in present house for 18 years"
- "To live in a rural area not too far from town"
- "Work related"
- "Work related!"
- "To set up holiday cottage business"
- "Relocation"
- "Very pleasant part of the world unspoilt by over population which due to central government policies on immigration, leads to social unrest and a restricted existence in many parts of Great Britain"
- "Not waiting to die in a city"
- "I am lucky enough to have been born about 100 yards from where I now live"
- "Down sizing"
- "I was looking after my mum until she died"
- "Employment"
- "First home after army married quarters"
- "Come back from France for schooling and Stratford was good then-well I thought so!"
- "Lived in Henley all my life"
- "A good area pleasant! Independent"
- "Needed a home"
- "No apparent reasons"
- "Smaller house than the last one"
- "Rural countryside environment"
- "To live in a peaceful community with no vandalism where a sense of village life has been maintained"
- "Have resided here for the past 35 years-obviously?"

- "To enjoy country life in a small village, with access for walking/byways"
- "Job relocation"
- "40 years ago wanted to move to rural area"
- "Job change"
- "Employment relocation"
- "Moving up from rented 1986"
- "It's our first home"
- "I have lived in my house for 25 years. I originally moved back to the midlands from London because it's my native area and this was the best house I could find for the money I had available"
- "Career opportunity"
- "The Family have lived in Radway for centuries!"
- "Moved here when we married"
- "Because we liked the village and the property"
- "We moved to Alcester from Birmingham 40 years ago because of lower costs of housing in a good environment."
- "I came here in 1981 and took up employment in the education sector as a lecturer."
- "Re-location requirement; essential to further my career"
- "Moving from town to country area"
- "To reduce noise"
- "Job requirement"
- "Lived in same house for 56 years so it was work originally."
- "work"
- "Met and married my husband"
- "To be part of a pleasant village community."
- "Because Stratford is a nicer town than Redditch"
- "To live in the countryside and enjoy village life"
- "Work was in this area"
- "Husbands job move"
- "I have lived in Stratford all my life, have many friends and family close by and the location is great for the kids and school etc."
- "Adjacent workplace."
- "WE moved from South Africa because of crime - my husband was hijacked and taken for 4 hours as a hostage for the equivalent of £200. We wanted to bring out son up in a safer place."
- "To downsize and move to a quieter area."
- "Offered all the facilities we required and within travelling distance of employment."
- "I moved to a beautiful safe, peaceful, quiet part of the world initially for weekend and holiday respite from a busy life in London and with a view to spending more time in lovely countryside as I got older, where I can entertain friends and enjoy a slower pace of life. I also chose an area where property values remain viable."
- "Close to schools for the children when we moved 35yrs ago"
- "Moved 20years ago to work in the area"
- "Better quality of life living in a rural village close to a vibrant town."
- "Close to my employment"
- "Employment"

## **Appendix 10: Other things residents find good about where they live at the moment.**

### **23 comments**

- "Will look after myself"
- "Economical to run as have cavity wall and loft insulation. Very warm house"
- "Easy commute to work"
- "Access to riverside and facilities."
- "Village life. Near to where I work."
- "Wide range of cultural activities and lovely walks available within 25 miles radius."
- "Wish I had several of the above"
- "Quiet. Near to country. Access to local shops"
- "Too young to answer with knowledge"
- "Except the siting of these cranes opposite us! A lovely area spoilt by cranes"
- "Access to airports and major cities North and South"
- "Being close to Alcester with the facilities etc..."
- "Town to country"
- "I desperately require a shower as I can't use the bath. But all requests fall on deaf ears."
- "Love rural village life"
- "Beautiful, peaceful"
- "Familiarity of surroundings"
- "These items relate mainly to people in sheltered accommodation while I am not yet!"
- "Not too far from cities"
- "I can do my craftwork without neighbours in my face all the time"
- "Question suggests a retirement home which is not the majority vote"
- "Rural community"
- "Easy access to Birmingham-a large cosmopolitan, multiethnic city offering wide ranging cultural opportunities"

## **Appendix 11: Other things which residents state will be important to them in the future.**

### **17 comments**

- "Should health deteriorate, essential to have a tailor-made plan to sustain independent living"
- "Good health, Enough money to pay for care, A future for our children"
- "Will look after myself"
- "With our next move the mortgage will be paid and we will have no debt"
- "To buy my own home"
- "Medical and nursing support if and when needed"
- "More public toilets that are open and better signage for visitors."
- "Lovely area to live."
- "Being close to shops - not requiring car journey."
- "Much more accommodation with help and support to needed. Not all of us have willing families"
- "Access to airports and major cities North and South"
- "I intend to stay put, I can't envisage living anywhere else"
- "Independent living"
- "How does one know what will be important in the future when you don't know what the circumstances will be?"
- "Not to feel isolated and alone-people need to help one another"
- "Having the ability and where with all to get up and go anywhere"
- "Able to keep my pet."

## **Appendix 12: Residents' views on the best ways they can influence decisions made by SDC.**

### **294 comments**

- "By speaking with parish councillors about any problems at first"
- "I live in Wellesbourne and the village was devastated when the funding for a new leisure centre was stopped at short notice. A lot of effort, and local money had been expended at the planning stages, and this counted for nothing. This facility was urgently needed for all groups, but especially for the adolescent and younger groups, so there is a centre for them to enjoy activities. If the village is to have further development in housing, especially social housing, the need is even more urgent outlying villages under SDC often feel their needs are considered less urgent/important than the town of Stratford's"
- "The fact that Stratford asks for our opinion is important, as long as we represent the population. Given my age-43 I can speak for parents with children, but it is harder to answer for young single people or the retired. I suspect the under 30's may be under represented, though I am sure plenty of retired people will be happy to comment"
- "I don't think any politician care about the quality of life in any community. I am unable to influence any politician about anything"
- "If we have not fair minded people who represent on the council my influence would be of no importance. All serious concerns should be addressed and dealt with at the relevant committee meetings failing this new members should be elected to represent us"
- "Well, I am surprised about the questions concerning-mobility and becoming elderly-this is obviously a practical issue to consider but an also? Let's be lazy when I'm 50? I will be working full time-through choice and necessity through the years of 50/60/70/80 and so on if lucky! But elderly neighbours I know appreciate what care and facilities are offered, isolation in a village can be very real, but even more so in towns and cities. I should think where the high population can hide the elderly loneliness. The aging population cannot rely on anyone under 50 years supporting them, lets face it, we live much longer now"
- "My parish council is effective and has good routes for communication, I believe"
- "By contacting my MP or parish council"
- "I feel that politicians should quit trying to run peoples lives and supply roads, police and refuse collection. The rest is up to the individual. All council is good for is spending-indeed wasting-other peoples money. I feel I am having a bad dream about living in a completely inept socialist state, where the idiots are running the asylum!"
- "Residents have good opportunities to influence decisions at district level. Decisions at County level are too distant/representative of local opinions. N C C should be required to accept SDC opinions/decisions to a greater extent"
- "I would like to think we can influence local decisions however with so much being dictated by Mr Brown and co even local governments hands are tied so sadly I don't feel there's much democracy anymore. However it's hopeful-at least we are asked and our opinions logged and quantified sad that only 1/3 of us feel we have any influence though"
- "I personally feel I cannot influence SDC or WCC as they have proved in the past they listen but don't hear anything except that which they wish to hear"
- "This questionnaire approach is good. The Bapton Parish council is an open body and conveys local messages. I suggest you ask those that fill in this form to do so electronically where possible-automate would allow more respondents at less cost. Clearly keep paper copies for non literate or enabled"
- "Too many times the opinions/sometimes overwhelming of the people of SOA are overruled by the so called experts who seem to have the same attitude as our present government. You do as we say regardless! I may be wrong but money seems to be too big an incentive. Gone are the days when a majority opinion carried more weight than the prospect of financial gain and personal opinions of the very people elected by the general population to listen!!"

- "More open meetings held by SDC allowing peoples groups to have a say about what matters to them. SDC should attend parish meetings and surgeries People do need more say in how their money is being spent and who it is being given to, the cost of policing Bulldog Bash was a disgrace"
- "Writing to SDC about any concerns or phoning them. Three minutes to speak at planning meetings. Filling in questionnaires. Signing petitions and presentation of them to SDC"
- "Voting at local elections/local referendums"
- "Re q2 Could put wastage i.e. consultancy etc"
- "I think the format which is presented here is a good way of deciding whether or not to endorse policies made by councillors or local MP's those who do not have internet or prefer to keep themselves at a distance have an opportunity to answer and question policy. Representatives from the council could also pick random addresses and set up home visits to acquire any additional information to provide the council with an overview of tenants views and feelings"
- "By keeping people informed and giving them a say"
- "If I wanted to influence my decisions which were being made by SDC. I would contact my local councillors to see if they could help. I might telephone the council and speak to the relevant department to register my disapproval if I did not agree with the decision. Also perhaps my MP since it is the government that provides finance and tells councils what to do. Contacting the local newspaper may be bother option, as was the case when SDC wanted to introduce car parking charges in Alcester. SDC need to realise that the opinions and feelings of local people matter and they should not ride rough shod over people when making decisions which may be detrimental to the area"
- "Treating all council tax payers as equal not by where they live e.g. some roads are swept everyday pot holes are dealt with at once, others are left behind. We are all council tax payers and there should not be a line between use on all issues"
- "By asking for surveys. Questionnaires more regularly for feedback pass 4 times a year!"
- "More Surveys completed by members of the public. A quarterly magazine which informs local people about SDC issues and then provide a form so that the public can give feedback on their opinions about it"
- "Keep running surveys"
- "Hopefully by the return of these questionnaires"
- "Input to DC if they: Encourage consultancy, publish feedback, make final choice and explain the decision. Visibility of peoples suggestions having been implemented e.g. web page showing top 3 suggestions identifying which ones have been taken on board and the status of it e.g. suggestion 1-50% respondents adopted, delivered. 2-30% adopted, scheduled 2010. 3-15% not adopted currently"
- "District councillors need to be available-use new technologies e.g. twitter or facebook. Offer regular online surveys to list opinions. Regular community forums are a great opportunity for feedback"
- "Produce simple leaflets/emails/newspaper articles re: what decisions are up to debate and regularly repeat these. Communication is vital"
- "Councillors should visit village halls or local venues to get rate payers views on controversial issues, and take views on board!"
- "I believe in attending parish council meetings where I can meet my councillors personally. All the parish council members have been most helpful when I have needed advice"
- "As a homeowner one feels that planning cannot be influenced. New buildings are refused or approved and to me, seemingly with no significant input or rational overview by local people"
- "Random one to one surveys on sample basis. Either at home or public areas such as library or council offices-by open invitation to review major issues raised by members of the public"
- "Continue the citizen's panel to get the views of the public. Attend any meetings about local affairs, preferably with a member of the council attending too"
- "One will never change anything"
- "Through more district councillors' surgeries and those of country councillors also. Otherwise I really don't know!"

- "Through questionnaires"
- "The onus is on the individual to get involved in council meetings/local politics/pressure groups/town trust etc."
- "Helpful staff at the end of the phone/face to face. Questionnaires like these. Open evenings/forums. Comments boxes for those without the internet at the offices/libraries/shops"
- "Present arrangements satisfactory"
- "Citizens panel open and transparent meetings. Access to meetings on the web"
- "By virtue of the very fact that I have filled in your questionnaire and returned it, it would have some influence of decisions made by SDC"
- "Citizens panel and surveys of local people"
- "This style of questionnaire is good, plus presentations as done with the bridge over the river. This gives people a chance to consider what is proposed in particular if there are several options"
- "More consultation/referendum of major planning issues to the town. This was achieved in the decision not to go ahead with the new bridge. However a referendum on the building of the new Bancroft area and the proposals for extending the paving into Southern Lane have not been carried out. I believe a majority of residents would wish these areas would remain unchanged. Please note visitors come to see the charm of Stratford"
- "I feel you will always have objections, older people do not like change. In saying this to public proposals in the local paper and discussions on local radio is perhaps a way forward. Circulars are insular they isolate. A well published champion at the front of your proposals may work better"
- "I talk to my councillor. I talk to the staff at Elizabeth House. I take part in your surveys. I campaign with Stratford's Fair Trade and Transition Stratford initiatives. I talk to the Heralds journalists and sometimes I write to the newspapers. I use my vote in local elections. I attend public meetings organised by the town and district councils. If all else failed I would take to the streets to demonstrate for or against something I felt strongly about. I have also contacted my MP to bring influence to bear with councils in the past. It's not about the public willingness to speak out-It's about your willingness to listen!"
- "You can't influence government local or national-when they are in they do as they like!  
NB: I would say that the 52.8% who responded to your last survey were older people with time to do it. You need to get your answers from younger people. They are the ones without homes. You can't plan the strategy of SDC on these results-and then blame us when, as usual it's a mess"
- "Local councillors without party politics who take account of residents wishes instead of pushing their own? brained ideas. Whoever wanted world class Stratford?"
- "The care and well being of the growing older population and their needs/concerns should be SDC priority!"
- "Through parish council and from local district councillors and county councillor"
- "Continued consultation between SDC and all sections of the public. Elected officers should always reflect the wishes of the electorate"
- "Having service provider visit local areas, working with town councillors and contributing to local online print and face to face. Make visible discussion of SDC business in local free newspaper"
- "Individuals cannot influence the council the political parties are intent on pursuing their own agendas irrespective of constituents. If the public votes against a proposal the council find an excuse to rerun the consultation process e.g.: footbridge over the Avon which was only abandoned when overwhelming rejected a second time by the public"
- "Only minor decisions can be influenced by local lobbying and public activity. SDC is restricted by national government cuts and lack of control of immigrations. Their bureaucracy and incessant targets are obliterating local views and SDC is helpless on major issues"
- "Have contact with elected representatives also ensuring that elected representatives are properly remunerated. At the same time officials and managers need to be given a chance to manage without interference. The balance is often difficult to achieve!"
- "Please see comment against Q7 & Q9. I suspect that many people feel that at best, the council only play up service to listening to the public and will stay committed to the

strategy adopted. I personally feel that before any significant development is allowed in SDC area, action should be taken to address the traffic congestion in the interests of the road user, not adopting penalise the motorist approach to drive them away. World class Stratford should have as a priority, a road system which accommodates year round busy levels of traffic, not pretend that it will go away! eventually the tourists, as well as local inhabitants will find a better way, by an alternative to Stratford; it has happened in other areas, including Oxford in the past"

- "I did not think that it was possible for a single person to have much influence on SDC. I do really think that some families need 2 bins for each fortnightly collections especially with nappies"
- "The citizens panel is a good means"
- "Housing planning always seems to be agreed prior to local consultation. Development appears to be based upon land being offered to SDC for sale as opposed to villages being able to suggest land areas for future development. More consultations about planning with a reasonable period of time allowed before decisions made by SDC"
- "Stratford council do not listen to the views of the tax paying local residents but are obsessed with mindless political correctness which is not an issue at all in this area and they are? Spoiling our environment with the extremely poor planning decisions that have been make example-they do not listen to police experts on the Bulldog Bash etc. etc."
- "To contact a person/department locally so that the public can address concerns etc."
- "I've been completing these questionnaires for sometime now for SDC and this is really, really poor. The wording forces you to select an option, which I guess the SDC want as an outcome. They can then report back saying that on 80% of questionnaires completed selected this option; do you think we are stupid?"
- "Need to influence face to face and by public vote. I'm a little disillusioned that what we say has any input as I think some decisions have already been agreed before asking the public e.g. moving the football club"
- "Start charging for car parking in Wood Street. Car park Southam as you never can get a parking space to shop in town as all but about 10 spaces are full 24 hours a day by shop/bank/and other shop attendants daily. This would gain income and reduce council tax"
- "The only way I can see that residents can influence decisions made by SDC is through the ballot box"
- "Invites to more meetings. Open public meetings. Open forums"
- "Surveys! Talking to local councillors-attending meetings on? Issues. But at the end of the day the council will do what it pleases. As a local resident you virtually have no influence whatsoever, especially those who live in rural areas. Everything is done for Stratford Town and the tourists. No-one really cares about the rural villages! The increasing costs of living in a rural area and the cost of community to any decent sized town is becoming prohibitive and still the council feels it cannot bring services out to the villages. I wanted to visit the council recently but the cost of petrol and car parking made it too expensive an exercise so I didn't bother! And many of my neighbours feel the same. Stratford might as well be on planet Zog as far as we're concerned! And it will only get worse the older we become!"
- "Election of effective councillors participating in surveys. Taking active part in local community affairs"
- "Internet ballot boxes"
- "By completing forms such as this to the busy of my ability and returning it on time as to be of use! By reporting directly to the SDC any issues which I feel need to be addressed and which I feel strongly about"
- "Council should focus on needs of indigenous local people at this time of economic crisis, not?"
- "I feel writing to the council is pointless. I feel the best way is to contact your local councillor."
- "I live about 15 miles from Stratford and although I have a councillor living about 1/4 a mile away, I do not feel that I have any influence at all on the decisions or actions of the council"
- "I find this a rather difficult question. How should residents be made to feel they are actually influencing decisions-perhaps this can only be done on a one to one basis-not

public meetings or very small groups. The person conducting the meeting should or must convey that a person's answer is important"

- "Nothing specific at present-generally find direct contact with Elizabeth House effective and helpful, ultimately it is our own responsibility but district councillors have been helpful in the past. Encourage their local public awareness where possible!"
- "How can 31% be in the top quartile? Influence suggests some form of public consultation that is taken into consideration. I have no faith in some of the people making decisions for me. If you are really keen for my views, I am always available to give an opinion just phone me!209934"
- "More free answer to you questionnaires-e.g. fewer boxes to tick. More relevant questions on S/A related important issues e.g. love/hate/tolerate, new tower to RSC, gardens there, growth of new Maybird Centre? the town centre, high rates on town centre property driving them out, over development of town centre properties, losing little market town attractiveness for visitors, repair of pavements cracked or broken etc. and high parking fees for older folk"
- "I am not convinced that a questionnaire like this is a true representation of people's views. I don't think it really relates to my life very closely"
- "Councillors living in Stratford upon Avon should make the major decisions for the town-not outsiders!"
- "Being aware of the decision and discussion would help"
- "You shouldn't? How residents can influence better. You should ? How we can encourage councillors to listen better."
- "I'm not in good enough health to think I could influence the SDC sorry"
- "Ballot box"
- "By contacting my parish council and local councillor"
- "Councillors are becoming more and more remote. Just to be able to ring the telephone number and speak to someone with knowledge of the problem would be appreciated. General view is that councillors make their own decisions regardless of the views of residents"
- "The best way to influence any decision to be taken at council level is to lobby your ward councillor or by writing to the council with your personal views"
- "In every aspect of the SDC's business the public should be kept well informed, but remember the council tax revenue is from all the towns and villages in its region and this being so they should all get their air share of the monies!!"
- "I appreciate the chance to air my views via this questionnaire and currently feel this is beginning to have an impact on decision making"
- "I don't think it's possible to influence any decisions taken by the council, I wish I could"
- "Relate spending back to how decisions are made and if any were sought from residents. Greater collation of residents views then revisit these to explain why their suggestions weren't listened to. Honesty. More public forum meetings"
- "I don't think we can influence SDC however, I hope SDC take note of comments made when reading the questionnaires returned. Perhaps listen to parish councils comments on their parish problems and address them"
- "I think Shipston is a very good little town with such a great deal of choice, leisure societies-shops-no supermarket please and of course a splendid medical centre and little hospital. Thank you"
- "Better publicity on current issues/decisions often one hears about a council decisions after it has been taken when it's too late to express an opinion. Generally I feel that opportunities to express an opinion on district and parish council matters are fairly good, but the county council seem more remote. Often people do not understand which authority is responsible for which service and where information can be accessed would be a good idea"
- "You currently run this citizens panel but purely on a written response basis. Why couldn't there be a people's panel that can look at the way the council runs and operates?"
- "As a single female aged 32 I find it hard to know who to contact to make a difference locally. I am new to Stratford have seen town change and work in education t secondary school level. In the village I feel cut off and feel insecure in going to village meetings as I feel an outsider and know some people lack a willingness to change. Committee to shape

councillors views, would be easier than filling these out especially if needed 4 times a year"

- "31% is way too low. You should invite people in to discuss local issues and listen to their input you are after all paid by them to deliver results they want. I would like to be involved to help audit department efficiency"
- "Website of no use for those of us without this facility local papers and council leaflets give us information"
- "Keep up services-improve kerbside recycling to include all plastics. I, prove visibility of policemen in villages"
- "To ask questions via email or questionnaires etc. return by mail/email. The percentage result followed by the action taken confirmation"
- "More internet surveys to save on paper waste"
- "By filling in this questionnaire"
- "More public information available. More encouragement for members of the public to express their views. More surveys for people to be able to express their concerns for local issues"
- "I think we should be able to access proposed plans for new builds and extensions on the internet if we cant do so already"
- "Let people vote on chief exec and senior management salaries. Have an elected head of the police on a fixed term"
- "I believe that we have little influence in decisions in our area. For example if councils wish to build on green belt they will-regardless of local opinion. If the fire service wish to close local stations they will, most people object to this. If bin collections are reduced we are forced to comply I have no idea how people living in a particular place can influence what happens around them, these are decided by government, councils and of course a budget"
- "To be honest I don't feel that my opinion matters at all. I think unless you are on the council you can't influence anyone. I feel more should be done about the important things like saving our fire station. Get rid of the cleaners at the town hall and council offices and everyone should muck in and clean together. They money saved could be invested into the important things. Just an idea"
- "Councillors who listen to the electorate and councils officials who do likewise. It is a general perception that residents views are not taken into account when making decisions"
- "The growing dissatisfaction of the towns folk being told by the district council who, what and where they can go and what can be expected to achieve is gathering momentum. It is about time the district council started to listen to the ordinary folk in Stratford rather than cranking up their expense profile and continuing to do nothing of any value!!"
- "Open forums involving councillors, police, health authority, the MP, members of the public. These forums should be held every month and open to public and the media. There should also be more town polls-held on more voter friendly days than cold Mondays in December. These polls should be better publicised by the council"
- "Chance to meet county councillors"
- "I would like to see a community forum within my own village/area. The nearest is Southam which I don't know and would not travel to for this reason"
- "All councillors would have to live in their local area and experience the problems of their public i.e. use public transport/toilets/services etc."
- "Attend parish council meetings& meeting district councillors"
- "Door to door questionnaires or postal. Votes on particularly important issues"
- "All councils at all levels have to work within increasingly tight financial parameters and understandably cannot respond to pleas for more expenditure BUT efficiency drives, reduction in waste and transparency in decision making will help local confidence in council"
- "The only power residents have is via the ballot box. It is essential that councillors elected by residents listen and not act on the residents' needs and wishes and not remain intent on holding on to political power at all costs. Where this happens, only the residents suffer"
- "Via local councillor"
- "I think on almost all decisions the elected council members should not have to consult

the general public, as we have elected councillors to carry out to the best of their ability the needs of their locality. However, on big changes to existing services, then I would like my councillors to take into careful consideration my view point and have the courage to support the general public's views on matters of importance to them such as the closing of our local fire station at Bidford. We are all devastated that the pride of our village may be erased leaving us and our families vulnerable and frightened that time would be against us should there be several incidents in our district at the same time- we already feel disadvantaged with ambulances and police taking more time to reach us in the country"

- "Questionnaires"
- "Proportional representation"
- "The general population has little influence. We are generally not consulted, council members are rarely seen outside of the council. Questionnaires such as these are designed to get the answers the councils most desire to have by careful phrasing of the various sections we desire: For charges for services/ Good service/Equal provision in the villages-schools and services/Appropriate development, industrial and housing, preserve what we have before it is lost for future generations"
- "Perception is that decisions are made/monies expended, even if informally, prior to public consultation. This may not be correct but is popular perception due to historical events where public enquiries have been overruled despite opposition"
- "I tend to contact offices for information-approaches to councillors don't always? a response-which is shameful! For significant issues I would enlist the help of higher public organisations or people such as the ombudsman or MP"
- "I hope these surveys do help as I day I hope SDC will help me and others like me"
- "Amazed that you are offering these services to such young adults. I would think? Another issue: First day of bad rain and wind and flooding in all the usual places!! Why can this not be sorted-leaves always fall this time of year. We get hemmed in at the Great Alne, have the trees been lopped so we don't lose electricity? I have done mine. This is what I expect from my taxes but year after year the same areas flood. Ridiculous"
- "By voting in local elections. BY making opinions known to the relevant departments as and when necessary. By taking part/attending parish meetings"
- "The SDC needs to consult rather than make decisions instead the majority agreement of the voters. For instance-entering contracts????"
- "Not got very little contact from the SDC and local councils"
- "Given the opportunity, I would encourage SDC to have widespread programme for efficiency gains, cost/benefit analysis for all current activities, management targets for productivity improvement and cost reduction...and above all, complete transparency by open communication of the above to residents. If you already have these in place, you need to tell people about them and stop talking about council tax rises in line, or above inflation-which in any event is zero"
- "I know who to go to if I have a problem, Shipston has a good free paper and magazine with contacts etc. and a local office so I feel well catered for in that respect. I can only influence decisions of enough people agree with my say and then wait for the majority decisions. If I feel strongly enough I will write in but in most cases I rely on the SDC to look after my best interests"
- "From my point of view/elect people to take these decisions and attend to these matters and do not any involvement after that"
- "One can influence decisions made by SDC-By getting to know ones elected representatives by name and sight. Making sure they know you and your opinions. Be prepared to discuss not? Officers, especially heads of departments should set aside 2 or 3 hours a week to meet residents with a problem-it used to be like that, now they all hide up stairs!"
- "Councillors holding meetings with local residents e.g. Trinity Mead meetings very useful arranged by Kate Rolfe"
- "If the SDC avoided the use of any closed sessions of planning applications being presented to the planning committee by the body wanting the application approved. I know this happened in a planning matter where I and others were against the approval when the open meeting of the planning committee to discuss the application was heard, it was clear the matter was already a fait accompli. So yes, make all SDC business open

and honest"

- "To write to the SDC expressing your views and concerns"
- "Perhaps by this and ? surveys. Also by regular meetings with SDC reps"
- "Until you get 25% of people wanting something councils, committees, governments will do as they please it's a fact of life. 31% is not enough to influence anything"
- "One can rarely influence a decision of a council because meetings happen without the average Joe Bloggs knowing when or what is on the agenda. Those who do follow, with interest, the schedule of council meetings and contents of agendas may reach the pinnacle of attending such meetings, even being allowed to speak. However I suspect the influence of this rare breed is negligible. I think the better option is to meet ones MP or local councillor face to face or write letters which produce a personalised written reply. Even then, it is necessary to trust in his/her integrity to always do the right thing on ones behalf"
- "Put more police on the streets. More facilities are needed for the young people to keep them occupied and useful"
- "Yes, through questionnaires, contact local councillors, MP's etc. website-queries answered helpfully"
- "I feel more listening to local councillors and their views as well as parish councils. As they are more in touch with the feelings of their towns and villages. I often feel that Alcester is a par relative of SDC and that despite the local councillors representing the views of the town their voice is not listened to at Stratford level"
- "I presume filling in this questionnaire is one way of influencing policy-perhaps the scope for this should be broadened. I'm not sure how else I possibly can influence anything, other than perhaps contacting councillors individually"
- "We are very satisfied with how Stratford On Avon District Council"
- "Stratford should be run by people who really care about the town. Concern should be directed to the town centre shops and the quality of them. Car parking charges are too high for most people"
- "More information about SDC meetings"
- "Major problems involved in living in Stratford: Traffic congestion/pollution especially at certain times of the day. No facilities available for 10-16 year olds. Empty premises especially in the precinct when there are certain purchases for which there is a need to go out of town to buy i.e. no toy shops"
- "Perhaps an email preview of council agenda with the right to email peoples opinions on decisions"
- "Making suggestions at council meetings"
- "The majority of decisions taken in SDC and indeed most councils are the result of block votes taken by political parties. Having sat through many council meetings seemingly few councillors have any view other than the party line. This is bad for democracy. Also councillors should canvass all constituents before voting on major issues if the Swiss can do it then we can. Loosen central government control"
- "The best way to let people know what's going in is in the Herald newspaper. Anything of any interest usually gets reported here. It could be a monthly slot by SDC, with a website to go to if you want to comment on an issue"
- "No idea!"
- "Last years public consultation on council tax chaired by Cllr Topham was a total sham. No notice was taken of the objections to the rise which had already been decided in advance. Such consultations should either be effective or abandoned as showboating frauds. Preferably made effective"
- "More has to be achieved for the elderly as the council etc. may believe everyone has a computer and one computer literate etc. Totally wrong. So education and information for such people is limited and restricted. Helplines etc. Only use if the caller has peace of mind that the requests must result in them being put into a home or a home or worse into the hands of social services etc.! Elderly people are easily worried and easily frightened, any issues with elderly must be of a very confidential nature as often this? Local residents' wishes must have priority over redevelopments! Who are simply in place for profit and not quality of life"
- "More buses in rural villages not using them at the moment but one or 2 a day returning at a short interval are not very helpful. These have been comments made to me"

- "Online voting on major developments such as housing, even if it just used as a gauge to public opinion"
- "It is hard to influence SDC as they do not take on board things you say to them, they are blinkered to their own opinions and listen to no others"
- "This areas to me is good own property it is beautiful. I was born in the Golden Cross public house in Grafton, went to Alcester Grammar School and then went to war in Korea. I've been to 97 countries and islands around the world and I've not seen better. I am biased I know but I don't care for cities"
- "Not happy with the planning department or planning committee with some decisions. More open communication needed for public awareness rather than the small print in the Herald"
- "By the SDC asking for views and then even if not what they wanted, taking action on them"
- "I do not feel I can influence the SDC, they seem to do what they want"
- "By councillors' surgeries, questionnaires such as these, lobbying, however, as we live in a so-called democracy, councillors' votes can overturn previous policies-Wellesbourne Leisure Centre-again!"
- "People feel they can influence when their opinions have clearly been taken into account when decisions are being made and consultation is not just a process that has to be gone through to do what the council wants. Or when too much effort to apply the law e.g. breaches of planning consent"
- "A more regular personal contact with our council district councillor. MPs have surgeries why don't they?"
- "Hard to influence because of local politics and central government influence. Ways we can have more influence: Single issue referendums as used in the decision to have a new bridge over the Avon. Why not use for major issues such as significant applications. Easier public debate and decisions making forums"
- "I do not feel that I have any influence-how does the completion of these reports influence decisions made? Can you explain this when you send out the next one?"
- "Personal contact and involvement between parties-co-operation, voices, ballots, ? interactions written suggestions, approval, permission, reasonable complaints; public or selective meetings between councillors/representatives and general public or appointees"
- "I think that the council ought to think about people in need when spending the money. Quite often, I note huge expense being met over say-the Bancroft Gardens and others. I believe that we may only do this, when we have no? and abuse in our area at all. I think that this applies to our country as a whole"
- "I don't feel I can influence the local council in any way. I have been trying to get a green waste bin for nearly 12 months and still don't have one. If no-one is interested in such basic issues there is no hope of influencing anything more important."
- "Completing questionnaires such as this"
- "By filling in questionnaires such as these"
- "Having close contact with local councillors and knowing how to contact them. Local forum keeps Shipston area well informed and SDC information is also available. Open policy must be maintained so that residents are kept informed at all stages i.e. planning, developments and decisions in all sectors"
- "Council officials should approach local panels to canvass views. There is however no point in consultation if it is either a consultation by check list or it is treated as an exercise in? public relations"
- "Although we have the opportunity to give our views at some meetings concerning local issues. I wonder if our concerns would carry more weight by encouraging more people to write to SDC and express their views"
- "Planning control should be more carefully scrutinised"
- "Councillors who actually listen to residents citizens panel is an excellent way of gathering views too"
- "The SDC representatives should take note of what the public require and act accordingly in a democratic manner, not for what serves their ideals"
- "The only expertise I have had of this is at planning applications where the time given for oral representatives was rigorously enforced by council chairmen. If participation in planning by the general public is to the genuine one minute to say all I need to say it

ridiculous!"

- "By SDC keeping residents well informed of potential changes and seeking residents views"
- "Resident representatives to sit on SDC"
- "As with all government/local government/large organisations one persons view is unlikely to influence the outcome of a situation. Opinions can be voiced via the parish council, but mostly it stops there"
- "Greater visibility i.e. publicity on how to contact parish or district councillors. Once contacted support is generally good"
- "We could better influence decisions if SDC councillors were more pro-active in liaising with local residents on matters concerning their local community. Decisions regarding affairs in Stratford area should be local based and voted on by local councillors, unlike the decision concerning car parking and car parking charges which have had disastrous consequences for local shopping residents and local rural shoppers as well as small/medium traders in the town"
- "In two ways. First by filling in this excellent questionnaire and second by the quality of district and county councillors who should attend parish council meetings and then? to points to them. General comments-See my answer to Q7. I expect the district council to keep council tax in 2010-2011 at the same level as at 2009-2010. No increase. The ? of police cover in south Warwickshire is of concern. There are a great many filthy road signs in the district. I have brought this to the notice of both my county councillor and district councils and the highways department. There has been no improvement"
- "The level of apathy in the community is astonishing-an apathy that allows a small vocal minority to rule e.g. the Stratford voice. The decision not to build the bridge or ferris wheel illustrates the grip these people have here over the council. The nation swings from labour to tory this community remains extradited in a tory mind think that is unhealthy-a mind think that appears to be slave to retail therapy and the masters who run the Maybird Centre"
- "We need more social facilities for elderly/and or infirm. A better road structure. Stratford was a lovely market town-what is Stratford now? A town? A midway between a town and a city? A town which the council thinks will be a city-but-without proper facilities or infrastructure-both of which are most important but appear to have been overlooked!!"
- "I think 31% is quite good. Most people would only complain to each other not relaying their feelings to any authority. Perhaps an informal evening to ask the general opinion with a drop in box that people could sign with comments without being actually named"
- "Council tax should not increase by more than inflation but services should be improved by making better use of organisations, resources and facilities where they are needed. Public conveniences-Not quantity but quality and cleanliness. New properties should be quality family homes with adequate space and gardens, parking for 2 cars and built to last 100+ years-sustainable"
- "Voting. Questionnaires, public meeting, accurate media coverage-newspapers, TV, radio"
- "District councillor advertising their surgeries and generally making themselves available to help the less fortunate, including the housebound"
- "We-the general public need to know that what we say is acted on-no matter what locals have said about parking and the fees it has been ignored, likewise with the Bancroft and the trees, I personally think the trees were healthy and it was an easy way around the problem for the council to get a report which pulled the wool over the eyes of voters. I also think the council should realise we pay their wages! PS I would not want to do their job! Lets hope they listen to the majority of us and not their well being"
- "Pest control. Why not bees?"
- "I question if we can influence decisions? I have been contacting the authority for eight years. Re: pavement along the common Earlswood -One side of the road uneven not walkable when wet or covered with leaves. Traffic along the common excessive and fast! No control"
- "Have little confidence in councillors-hold view that once elected they often tend to lose touch with electorate. Too many actions by council staff appears-theatrical and often bears little understanding of reality"

- "Do planning decisions: Have regard to local opinion enough? Disregard pressures and inducement to developers? Give sufficient regard for local inhabitants and levels of services?"
- "Listen to what we say. SDC planning policies are the worst I have ever come across, Stratford town has been ruined wasting money on things we do not want. Community taxes raised should be spent as we want it spent, not because some councillor wants to see Stratford Town as a concrete jungle"
- "All though it's time consuming, more people should be invited to sit on panels when deciding who, how, what is done in the area"
- "I don't think I'm in a position to influence anyone, perhaps some sort of local council is necessary"
- "Questionnaires"
- "I feel I have little influence. I complete these surveys but do they influence decisions? I have always completed question etc. re development of the village and leisure facilities but the leisure facilities were axed by SDC and it would appear there is going to be further housing development in the village despite a lack of services and infrastructure"
- "There needs to be better communication regarding plans both now, medium and long term. Different plans will interest different people. World class Stratford is an unselected body that has no credibility and does not appear to represent peoples views and desires for Stratford"
- "I don't feel that anyone can influence decisions made by SDC as they have their own agenda"
- "The only way I can hopefully influence decisions is to complete this questionnaire regularly which makes me feel I am having my say"
- "Write a letter-expressing my approval/condemnation suitable comment on proposals noted"
- "A separate issue related paying for services in the council house i.e. community charge, concession parking etc. Security checks seem indifferent to common sense... having to bring passports, driving licence and insurance together with community charges bill-when you already have our name, address and payments and incomprehensible to mature citizens. Please do not discuss it with the excuse of security of identity, to provide it 3 times over is pointless"
- "Greater efforts to understand and react to the needs of the majority-less reactive to the sometimes blinkered demands of vocal majorities-many of them seem to want to restrict and legislate the activities and freedoms of others"
- "Get the unemployed to clean up the town and surrounding area. We pay them... let them work for it!"
- "Public meetings, including surgeries with local councillors held outside working hours"
- "Contact with local councillors. Letters to relevant departments"
- "While SDC communicates effectively with those living within the area, decision-makes, councillors etc rarely travel around the district to meet local people and get their input in direct and informal chats. I realise that it's a vast, mostly rural area, but getting 'out and about' more would flesh out the bones of surveys like this and help to make residents feel in touch, personally, with SDC."
- "no comment"
- "I would write a letter or telephone if I had a strong view on something"
- "I do not think that SDC either listen to 'the people', neither do they have adequate control, The County Council is allowed to walk all over them. We should not have councillors who do not live in the town either."
- "The council through this survey, has used the term 'local residents' quite a few times and this of course is the blanket term for all of us who live here at present, albeit some of us for a few years or for most of us, for the rest of our lives. It is understood that tourism brings in money which must benefit us all in one way or another but we are the ones to consider here in Stratford upon Avon, not the visitors, not the business people coming here to make a fast buck. It is time that the council, our council, acting for its local residents, prioritised on behalf of us, the stars of the show and gave less deference to its audience. Yes we need more housing and we must maintain services but these things must benefit local residents not the overspill from other areas and certainly not provide more facilities to attract yet more visitors. Let us provide cheap housing for the

young people who have grown up here, instead of being a place to retire to, why can't more senior citizen accommodation be built for local residents. Locals are having to move away while outsiders are encouraged to move in, it is no wonder that community spirit, love thy neighbour and a sense of pride in one's surroundings is dying."

- "Be able to see schemes and plans and to comment on them via internet. Being able to contact my councillor by email. By joining with others and so making a stronger argument for or against decisions."
- "I feel that people can influence by making their views known either by attending meetings held to discuss specific topics such as fire station closures, completing questionnaires such as this and attending parish council and SDC meetings where possible if topics concern them."
- "Should invite members of the District to meetings and allow them to make comments - subjects to be discussed could be notified to invited people in advance and questions could be thought out beforehand. Similar to question time"
- "I know my councillor well and can ask any questions I want"
- "Vote in local elections"
- "I want a system where I can have confidence in the wisdom of elected representatives who should make the judgement on my behalf. Half baked decisions by the ill-informed will not result in decisions in my or the communities best interest. I want the DC to ensure the councillors are well informed and not subject to whims of the bar room gurus!"
- "More public consultations. Not what officials think is good for the public. For example, the disgraceful desecration of the Bancroft gardens."
- "I feel it is my responsibility to respond to surveys like this and to vote in local elections if I want to influence decision making."
- "Feedback to indicate that views are listened to - perhaps random contact on a one to one basis."
- "I do not feel the council ever listens to its residents, it has a ""we know best attitude"", and the rest if us do not have an ounce of common sense. So no, I do not think we can influence decisions."
- "Whilst I applaud your efforts to solicit the views of what I suspect is a tiny majority, I remain frustrated and dissatisfied. My views might or might not be reflected in responses from others but I remain sceptical of the analysis of questionnaires such as this. The results you publish are summaries and the detail is insufficient. Who said what? how many said it?, who is going to do something about it? And to whom are you accountable for providing an accurate and honest analysis of the questionnaires I and others bother to spend time completing?"
- "More public meetings and questionnaires for those that are interested. Many people are apathetic about social change."
- "Maintain website with upcoming topics which council is going to make decisions on to enable people to put their views and engage in debate ahead of the council meetings. Widely publicise this website feature on council sites, vehicles, documents, local radio"
- "Through local councillors."
- "More surveys like this. Attending parish council meetings where District Councillors are present. Contacting our local district councillors. Writing directly to the District Council. Attending public meetings locally."
- "These exercises are really window dressing with questions structured to extract answers required on a very limited range of topics. Thinking that any of this will influence decisions is misplaced. The answers obtained will be used to demonstrate support for decisions that have already been taken. We are going to do this - how can we demonstrate support for it! When will be asked about performance in the past! Why has nobody been held to account for the disgraceful performance over the waste management contract renewal? How much has this cost over the original budget? Keep very quiet about these things and then attempt to re-write history by spinning out stories as to how well the scheme has been received and is operating. It was painful and expensive to get to that point. Have heads rolled over this, I doubt it."
- "Listen to the people and the press. Too often it seems planning decisions are pushed through against the wishes of residents (Stratford football club in Tiddington for instance) and this widens the apparent gulf between the council and the community."

- "Councillor surgeries, which we have had from time to time."
- "n/a0"
- "Distribution of questionnaires is always a good way to get peoples opinions. Leaflets of pamphlets sent into homes, with details of things being done and an e mail address or phone number to contact if people have views they would like to share is also a good way."
- "Good communication of key decisions through local press. A chance to comment on these decisions in good time. Better visibility of local councillors"
- "Councillors should hold regular drop in sessions (with appointments) for locals to speak to councillors near to their homes in a less intimidating environment than the council offices. - community hall, school etc If the local issues concern a wider population, regular meeting could be held at school halls etc to discuss the issue in a public forum to gain the wider views and provide regular updates. these events could also provide public consultation prior to any matters being discussed or decided in council chambers"
- "Publish fact and figures about the expenditure on stratford district councillors for the last 5 years so that we can see if we are getting value for money out of them or if this is an expenditure we should reduce THIS SURVEY SHOULD HAVE BEEN CONDUCTED THROUGH A SECURE WEB SITE"
- "Don't see the need for both a District Council and a County Council - just extra layers of bureaucracy. District is far more important since it is closer to the people it's trying to serve so do away with County - though the self servers at that level would never vote for dissolution. These surveys are helpful if you take note and act on them. Have Council meetings around the market towns - not just in Stratford and invite local people to participate by questions submission."
- "replying to questionnaires like the present one, providing the council and officers are able to implement the most widely felt needs"
- "canvas by post with it clear from the envelop how important this letter is and enclose prepay reply, Regularly canvas for opinion door to door"
- "More participation if answers to these questions are taken on board"
- "I would like to see a part of the SDC website devoted to discussion of council policy, this would be beneficial to council officials and residents, e.g. it would give a view of reactions to planning decisions."
- "Need to feel that input into decision making is listened to. Our experience in the past is that local views are given second place to district/county/national; views. We are the one who have to live with the decisions."
- "Council officers should get into the community to meet people and hear their views - rather than just being influenced by vocal people with an axe to grid"
- "My participation in this Citizens' Panel is my contribution to SDC's decisions. I don't exert any other influence (that isn't diluted, as this is). I am open to suggestions."
- "Get more people involved in surveys like this."
- "more surveys including more people on key issues and the results genuinely taken into account by elected members"
- "Regular surveys such as this help, but such consultation could be expanded to deal with specific aspects of development and services."
- "By informing people of what is going on, and involving everyone to what decisions are being made"
- "Information of decisions made and proposed in the local paper."
- "Responding to surveys is a good way to get your views heard"
- "Citizens Panel could be extended to incorporate a wider cross-section of people in the region (e.g. by asking schools to get students to participate in questionnaires), and then publishing all results in local newspapers and encouraging responses to the findings."
- "I feel that parish and local councillors are elected by a minority of people based on very scant knowledge of the individuals involved. Therefore, I feel that there should be something in place around candidates being required to state there views on the various main issues in the area. Also there should be more effort made to engage a larger proportion of people in the Parish Council meetings and local elections."
- "Questionnaires such as these, local meetings in village hall about relevant issues e.g. public transport, access to police services etc. Also neighbourhood newsletter includes important contact info in the council"

- "Through the excellent service given by our councillors and the use of simple and sensible surveys periodically"
- "Regular contact and feedback"
- "Continuing use of questionnaires, public consultations."
- "More citizens panel questionnaires Visits by councillors & MP not just at election time. On line polls via council web site (advertise each poll) Local referendums on local issues."
- "It would be good to be invited to certain council meetings to input and engage with the decision makers on key areas - to join in debate, raise questions and challenge conventional thinking."
- "You are about to hold a planning meeting regarding a wind farm proposal less than a mile away from my home. All in the village are assuming that you will agree to it because of government pressure on renewables, we feel like we are fighting a lost cause. The rural communities do not use many of the facilities that you judge yourself against because we are not local to them, we feel that it is easy for you to impose things on us because we are remote from the main centres."
- "I feel if it was easier to contact SDC then more people would give their views. You wait so long on the phone then no one knows what department you need so altogether very frustrating"
- "Open days, road shows, accessibility via all media, questionnaires such as this."
- "The way I feel I can most influence decisions is to vote for left of centre candidates in local and national elections as they will generally put quality of services ahead of reductions in taxation and council tax. As an individual, I am also free to make my opinions known to permanent and elected officers through personal conversations, the press and questionnaire such as this. I am quite happy that this is sufficient. NB regarding question 29 below. I am unable to eat the recommended five portions a day ,as I am on renal dialysis and |I have to restrict ( not from choice)my intake of potassium, levels of which are high in fruit and vegetables. Hence, I should not really be included in any statistics on question 29"
- "While I do feel that I can make my feelings known, I feel that there is a real conflict between the town council, SDC. The county council, and Advantage West Midlands - this has led to some serious mistakes in recent developments in the town. I am not clear how I can influence this for the better. I do not feel that there is a clear vision of what Stratford needs to be - too often residents seem to put their own petty preferences first - which is perhaps understandable, but if we do not always remember that Stratford depends for its prosperity on tourists (and that they almost all only come here because it is a pretty town with Shakespeare as its USP) then we will all be poorer - literally."
- "Most people in this area would say S-on-A DC cares little about what happens in Southam. The impression is that the town (Stratford) enjoys privileges paid for by the rent and rates raised throughout the County. I anticipate everyone would benefit if more of this type of surveying could be conducted. More surveys; more people involved; a better quality of interaction and range of people - especially social groups, all types of recognised bodies, all respected organisations and consumer groups etc."
- "There ought to be a regular (x3 monthly) meeting to enable ourselves to engage with Council members and voice our concerns about 'life' in the district. In the countryside for example, the roads remain narrow but the school bus gets bigger, as does the farm machinery and yet nobody in the highways dept. reacts to potholes and dislodged kerb stones until it is too late!"
- "I would like access to a list of named people who I could contact directly by email with concerns on different issues e.g. parks, street lighting."
- "Allow on line submission of comments against papers being discussed in the council"
- "Just LISTEN!!!!!!"
- "Filling in forms such as these and having the feedback and what has been done because of it."
- "Only by voicing our concerns and expressing either satisfaction or dissatisfaction to SDC."
- "Using these panels. Surgeries in all parts of the district"
- "I like these surveys - also could target local groups e.g. WI or Parish Council meetings to gain feedback on proposed initiatives."

- "Via my local councillor, MP and local interest pressure groups."
- "Be provided with a straightforward and clear outline of proposals and an opportunity to agree or disagree with them, preferably on line to save costs. I would very much like to get away from the ""he who shouts loudest"", bullying sort of decision influencing. If we have elected our councillors to make decisions for us they should be trusted to do it properly. Only very contentious issues should require further consultation."
- "This type of questionnaire is a good start. Making sure that representatives listen to people's views rather than just pushing their own in the belief that, as they were elected they know what is best.5"
- "no idea"
- "I find your summaries of the results of previous consultations are sometimes coyly worded with a ""politically correct"" slant. Why keep mixing percentages, with fractions, with ""x out of tens"". Stick to percentages; use more charts; even send out the results as a Powerpoint presentation. Let's have sharper conclusions about what actions are proposed as a result of the feedback you receive - then we can get some cut and thrust into the debate."
- "keep asking questions"
- "If you provide recipients with a range of options, and their funding implications we can then vote on line about our preferences and you can get some kind of consensus to guide you. For example, personally I have no wish to live in any kind of sheltered housing and would like to make a discreet if premature exit once my health has broken down to such an extent that I can no longer viably live on my own, and have the independent existence which is so important to me. For others, it would be a priority to have carers or family nearby, etc. The more you can consult, the more your decisions can be validated by those who pay for the services and facilities through their council taxes. One major concern remains the wholly inadequate transport provision in many of the villages. I was unable to drive for some weeks after shoulder surgery and found it virtually impossible to live in Little Compton during this period as there are no shops of any kind within a 4 mile radius, one inadequate bus at unsuitable times and most of my neighbours either work or are only in their homes at weekends.... for full time residents without cars it must be a complete nightmare. Finally, to be a part of a community, and mine is a pleasant one, would be easier if more events took place at weekends when the weekenders (about 30% of the occupants) were there as well as the permanent residents."
- "by writing to the council with ideas concerns, taking part in public meetings etc"
- "Some influence on SDC decisions but non at all on County Council decisions"
- "When residents are concerned about changes that are being considered it is not easy to know how to get these issues rose. I for instance was and am deeply worried about the growing influence of religion in our community. More specifically the spread of faith schools. I and others in Henley see this as a major concern yet these concerns were never responded to during the consultation period. I even have a letter from my local mp saying that his letters and phone calls remained unanswered also. I would like a simple procedure/ form through which concerns could be raised. I would like assurance that these issues would be taken seriously and responded to."
- "We are lucky to have our District Councillor living in the village and politics apart he is a very approachable, dedicated and efficient councillor, always willing to take up the challenge!"
- "We can influence decisions in our area - but not through SDC but through our own local council. Our problem is that SDC thinks it only works for Stratford and Shipston is often a loser in policies and investment - prove otherwise to me!"
- "Being kept informed and taking part in these Citizens' Panels."
- "Listen to our comments."
- "This questionnaire helps - as I have no other contact with the Council"
- "Not any too sure that the SDC have any say in many matters - during a recent election the visiting councillor told me that Stratford was frequently over-ruled by Warwick (?) District Council. Wasn't quick enough at the time to ask him why there was any necessity for him to stand in that case! I don't really think the public are considered at all - take the rubbish collection for example, where it is said that the Council had to follow Government guidelines! I don't really think, either, that it is the role of the SDC

to question me as to how or what I eat. Surely that is between me and my doctor if I have any health problems due to incorrect eating!!"

- "Perhaps I could influence SDC by using this Citizen's Panel or if I felt strongly enough about any issue I could speak to my local councillor."
- "Better publicity for the different ways people can make their views known. If you work full time it is not always easy to get to early evening meetings"
- "Make you staff work as if they are in a commercial environment and be more effective."
- "I really don't think that I have much chance of influencing decisions made by SDC"
- "Improve the communication processes and 'actively' assist people in participating"