



CITIZENS' PANEL RESULTS

WINTER 2007

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CONTENTS

		Page
1.0	INTRODUCTION	1
2.0	METHODOLOGY	1
3.0	SUMMARY OF RESULTS	2
4.0	RESULTS IN DETAIL	
4.1	Parking	5
4.2	Local Public Transport	16
4.3	Sports & Leisure Provision in the District	18
4.4	Sports and Active Recreation	21
4.5	Information Advice and Support (Sport and Leisure)	25
4.6	Voluntary Work	28
4.7	"Scores on the Doors" (Food Hygiene Ratings)	30
4.8	Fruit & Vegetable Intake Monitoring	31

APPENDICES

Open-ended responses to:

- Reasons why residents feel it is not easy or not very easy at all when getting around Stratford District by motor vehicle.
- Other reasons for the visit to that town or village
- Reasons for answering yes to "are there any factors that prevent or make it difficult for you to access local bus services?" or "do you consider yourself stuck for transport?"
- Other reasons for using the SDC website to access information about any of the following leisure services.

Stratford-on-Avon District Council Citizens' Panel: Winter 2007 Results

1. Introduction

The Council has a Citizens' Panel, which contains a representative sample of people living in the District of Stratford-on-Avon. By surveying this Panel, it is possible to obtain views and opinions broadly representative of local residents. The following results are from the Winter 2007 Panel survey.

2. Methodology

1,223 questionnaires were mailed to the Citizens' Panel in December 2007, with 668 returned in the timeframe allowed. 23 questionnaires were returned not completed for various reasons (not known at this address, no longer interested, etc). This represents a response rate of 55.7%.

By area, the breakdown was:-

	NOS
Arden	141
Avon	261
Dassett	136
Stour	129
Not Known	29
TOTAL:	(668)

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

3. Summary of Results

Parking

- Six out of ten of those surveyed said it was fairly easy or very easy to get around Stratford District by private motor vehicle. However, slightly over a third (34%) felt that it was not easy or not very easy at all. 4% of respondents commented that they did not own a motor vehicle.
- Just over half (51%) of residents claimed that when thinking of the ease of getting around the Stratford District, it has got worse in the last three years. 46% of those surveyed believed it had stayed the same and only 4% thought it had got better.
- The survey questioned residents as to what extent parking charges influence their choice of which town they will visit or for shopping. Almost three-quarters of respondents (72%) replied that they did by some extent or to a great extent. Only 28% of those surveyed claimed that parking charges did not at all influence their choice of town.
- When thinking of the amount of parking spaces available in the Stratford District, half of residents felt there were about the right amount, 49% thought not enough, and merely 1% believed there were too many.
- Almost half (49%) of those surveyed favoured increasing the overall number of spaces available, closely followed by 47% in favour of increased maximum stay parking only (up to 4 hours).
- Residents were asked whether they would be prepared to see more parking spaces be made available, even though it may mean an increase in prices or a restriction in use (i.e. up to 4 hours). A clear majority; six out of ten of those surveyed said no, compared to 42% who said yes.
- In respect of car parking charges, half of respondents would prefer to see a pricing structure that means long stay parking (more than 4 hours) being slightly cheaper than short stay parking, whereas the other half of respondents wanted an hourly rate the same for both long stay and short stay parking.
- Almost three-quarters (73%) of residents stated that Stratford-upon-Avon town centre is not more accessible to them by car since Parking Decriminalisation in October 2004, as opposed to just over a quarter (27%) stating yes it was more accessible to them.
- Nearly one half (46%) of those surveyed claimed the charges for Stratford town car parks were higher than other places they have visited.
- More than half of those surveyed (54%) strongly disagreed or disagreed with the statement: "I am prepared to see parking charges increase in order to support the greater use of the Park and Ride".
- Respondents were asked to state how long their average visit to that particular town or village was. Significantly, almost half (49%) said up to 1 hour, and a third replied between one and two hours.
- With reference to outside Stratford town itself, when questioned, just over half (53%) of residents believed that more parking spaces could be made available if Stratford-on-Avon District Council charged a small hourly fee (i.e. 20p). However, 48% thought that more spaces could be made available if the Council gave more restriction of use in car parks (i.e. limited parking to 4 hours).

Local Public Transport

- Over six out of ten respondents (62%) never used the local bus service.
- Exactly a third of Panel members have applied for or are current holders of a concessionary bus pass.

Sports and Leisure Provision in the District

- Asked to rate the range of sports and leisure provision in the District in terms of opportunities and the choice of activity, two-thirds of respondents (66%) rated them as either very or fairly good, with one in ten saying it was fairly or very poor.
- 61% of respondents felt it was very important and 31% quite important that Stratford District Council provides opportunities for participation in sports and active recreation for local residents.
- Nine out of ten respondents believe that investment in sports and leisure in the local community will contribute to an improvement in people's health, and seven out of ten feel it will see an improvement in making the area a better place to live.
- Two-thirds of residents (68%) have accessed the website to find out information on leisure centres or swimming pools. A quarter have looked for information on fitness classes and gyms and one in five respondents have accessed information on children's holiday activities.

Sports and Active Recreation

- The number of residents visiting/participating in local leisure pursuits on a more frequent basis has increased. Those participating once a week or more have risen from 26% in 2005 to 29% in 2007.
- Participation in sports and active recreation is varied. Whereas 14% of respondents claim to participate in physical activity (classed as 30 minutes of continuous exercise of a moderate level) five times a week and 7% say four times a week, 27% never do anything.
- The most popular type of sport and active recreation residents regularly participate in is walking (65%), followed by gardening (54%), swimming (29%) and fitness (29%).
- Looking at the difference in results between 2005 and 2007 awareness of all sports and leisure services available in the District has gone down.
- For those respondents never participating in sport or active recreation, 36% claimed they were too old to get involved, a third never had the time, with another 31% saying they had health reasons.

Information Advice and Support (Sport and Leisure)

- 31% were aware of the grants for sports clubs and 30% aware of the school holiday activities. The highest awareness with 41% was for the Race for Life.
- 42% of residents would like to use SDC's sport and leisure services more often than they do.

Voluntary Work

- Just over one in five Panel members (21%) are a member of a sports club. Of these 44% are committee members, 23% are involved in coaching and 21% in fundraising.
- Including sports clubs in the last twelve months, residents were asked what they had done in terms of unpaid help to any groups, clubs, or organisations. 44% of those surveyed have not given unpaid help.
- Of those residents giving unpaid help, 35% had done something to help a group, club or organisation in the last twelve months at least once a week; 34% had done it less than once a week but more than once a month; and the remaining 32% had helped less often.

"Scores on the Doors" (Food Hygiene Ratings)

- 2% of those surveyed had looked at the SDC website to check its rating before they visited a food business in the District, 86% had not and 12% do not have access to the SDC website (24% of those aged 65+ do not have access).
- 79% of those residents that had visited the Scores on the Doors pages would visit the website again to check the hygiene rating of a food business again before visiting it.

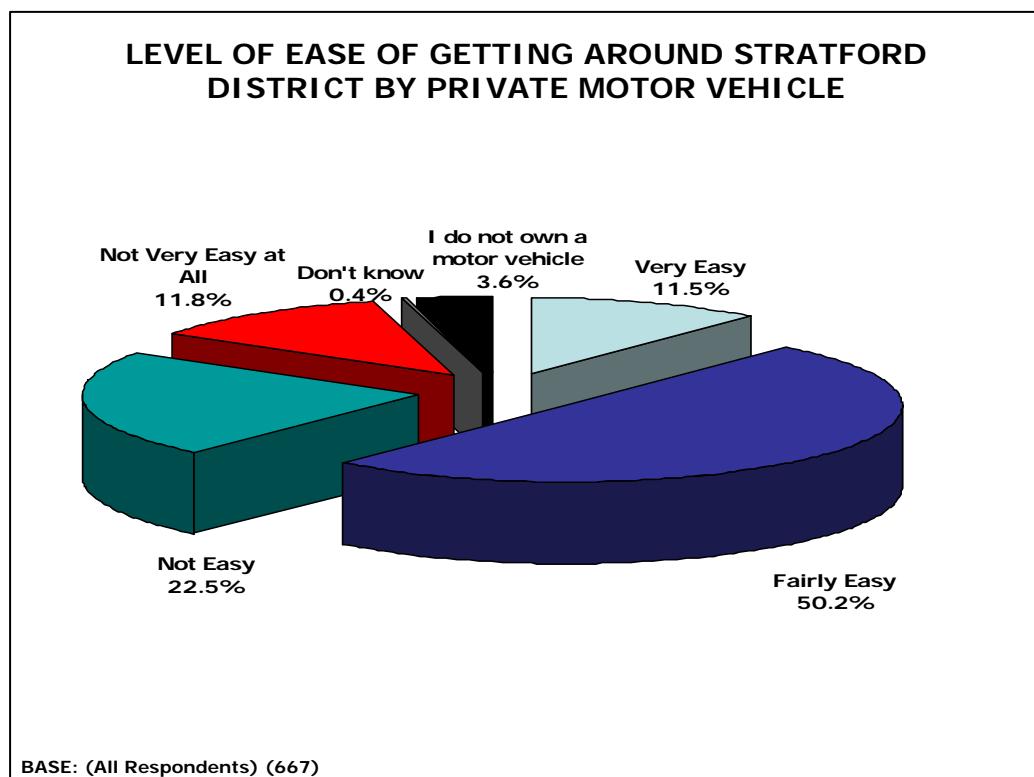
4. Results in Detail

4.1 Parking

Stratford-on-Avon District Council asked residents for their views in order to help develop an off-street parking strategy. They were asked, in general, how they would rate the ease of getting around the Stratford District by private motor vehicle. Six out of ten of those surveyed said it was fairly easy or very easy. However, slightly over a third (34%) felt that it was not easy or not very easy at all (a list of reasons is included in the appendix). 4% of respondents commented that they did not own a motor vehicle.

By area there were very significant results in that residents in the Avon area found it less easy to get around the District by private motor vehicle. 30% claimed it was not easy with a further 16% saying it was not very easy at all.

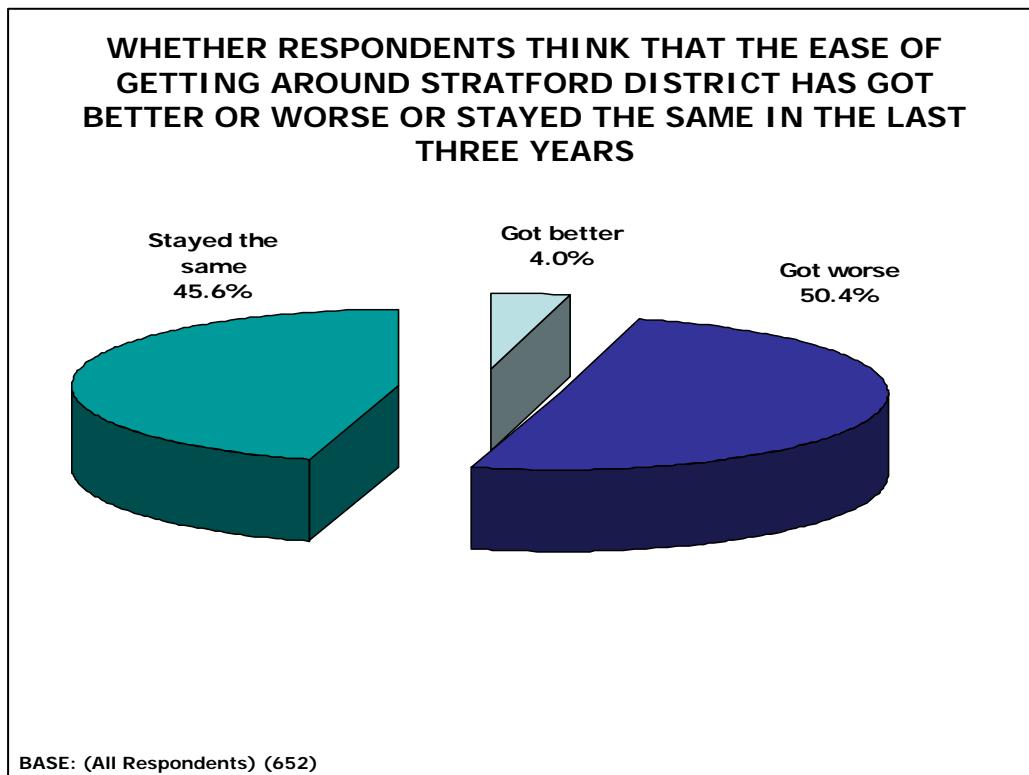
Chart 1:



Just over half (51%) of residents claimed that when thinking of the ease of getting around the Stratford District, it has got worse in the last three years. 46% of those surveyed believed it had stayed the same and only 4% thought it had got better.

By area, it is very significant that 61% of Avon residents feel the ease of getting about the District has got worse in the last three years.

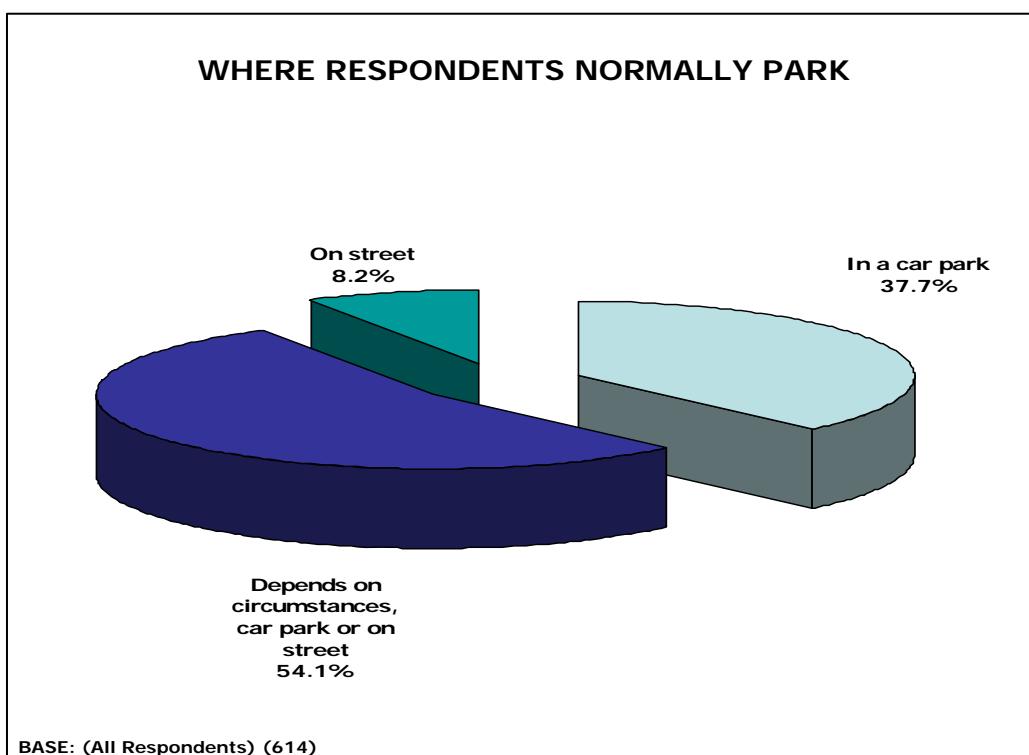
Chart 2:



Nearly half (48%) of those surveyed, confirmed that when they drove into the towns of Stratford District, that they normally parked in a car park. Four in ten stated it depended on the circumstances, either a car park or on street, and just 10% responded on street.

By area, Arden residents (67%) are more likely to park in a car park, compared with Avon residents where 34% would use a car park. Indeed Avon residents (51%) are more likely to park on the street or in a car park when it depends on circumstances.

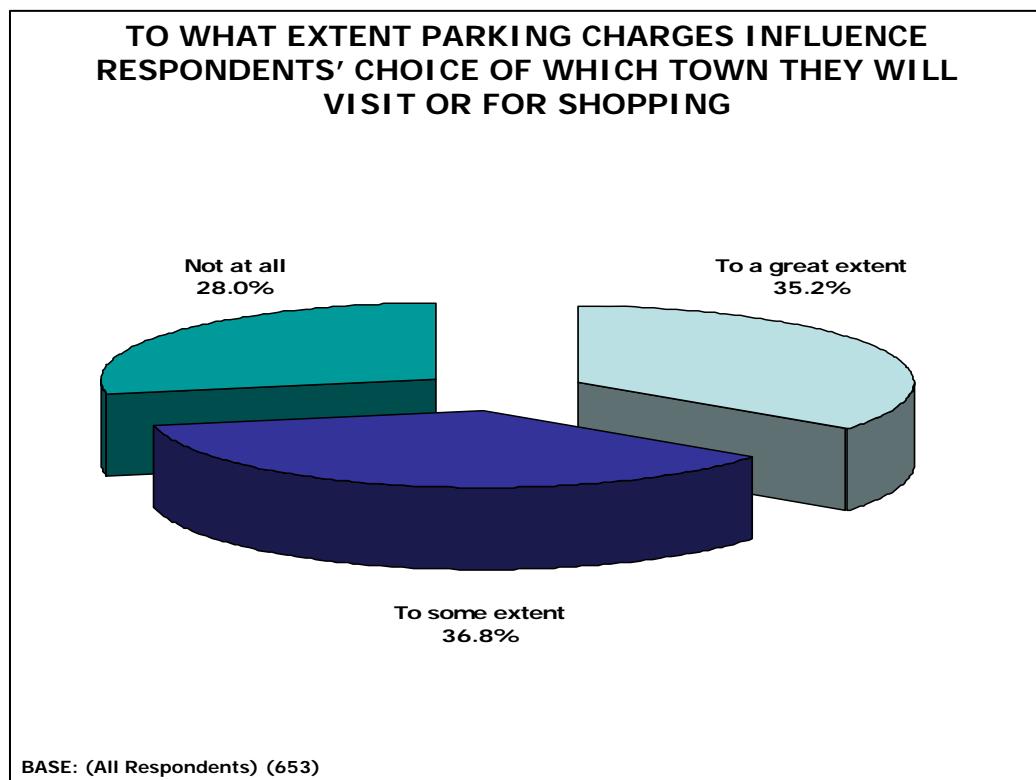
Chart 3:



The survey questioned residents as to what extent parking charges influence their choice of which town they will visit or for shopping. Almost three-quarters of respondents (72%) replied that they did by some extent or to a great extent. Only 28% of those surveyed claimed that parking charges did not at all influence their choice of town they will visit or for shopping.

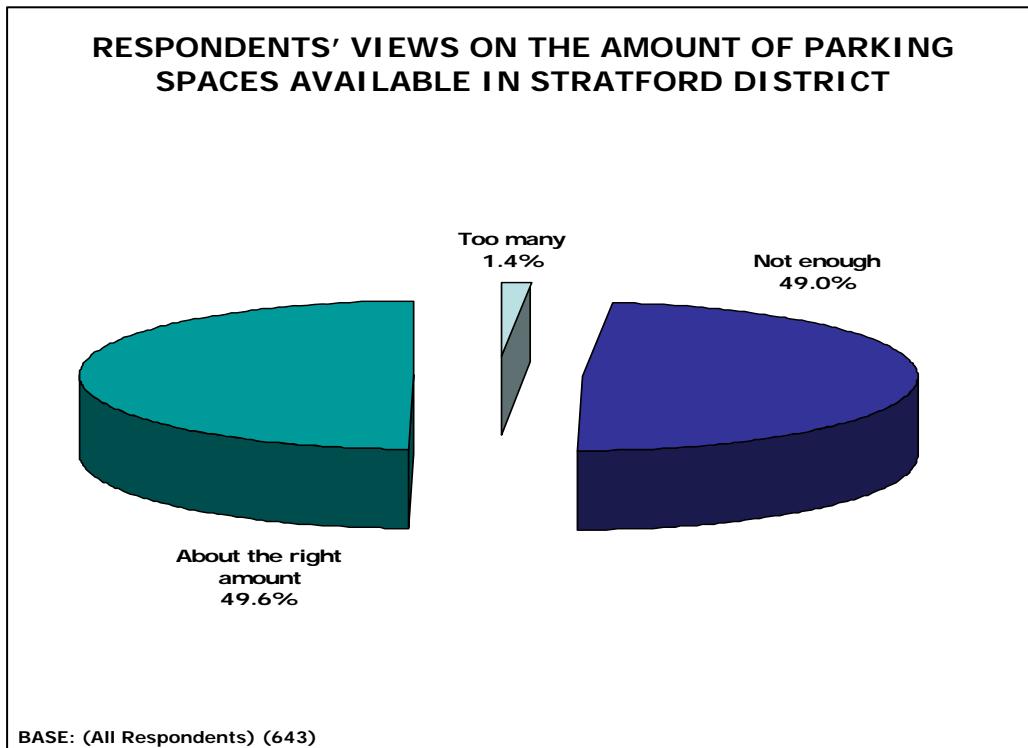
Dassett area residents were more likely to answer "to some extent" (49%) compared with the other three areas.

Chart 4:



When thinking of the amount of parking spaces available in the Stratford District, half of residents felt there were about the right amount, 49% thought not enough, and 1% believed there were too many.

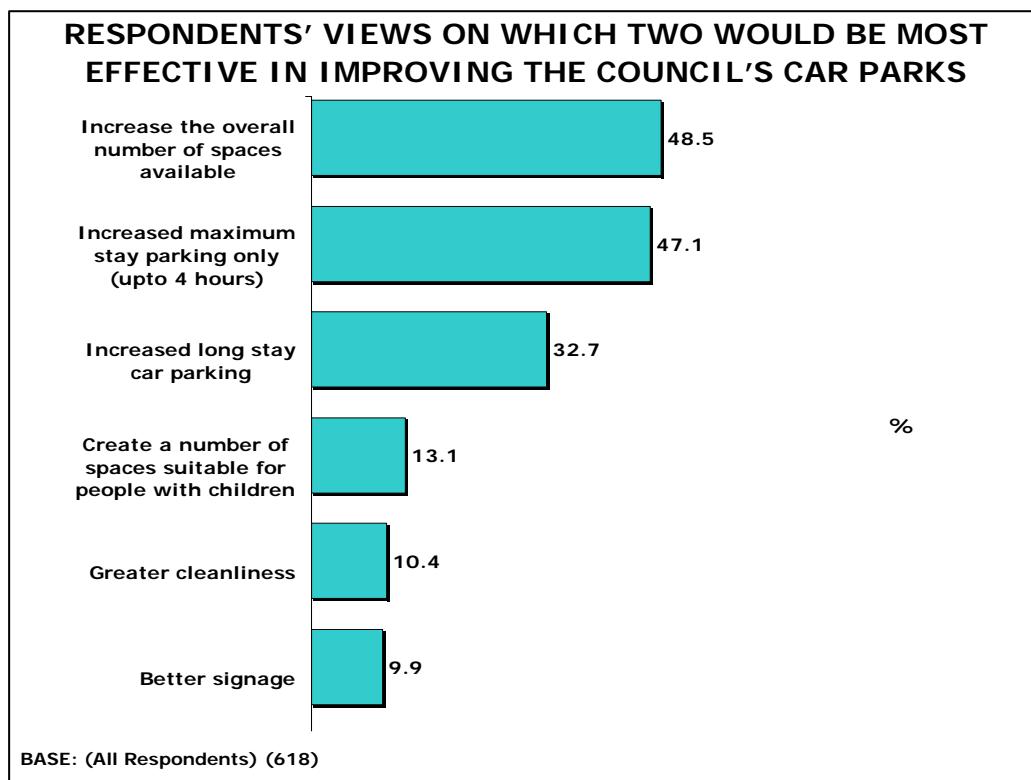
Chart 5:



Respondents were asked to indicate up to two out of six suggested statements which they believed would be most effective in improving the Council's car parks. Almost half (49%) of those surveyed favoured increasing the overall number of spaces available, closely followed by 47% in favour of increased maximum stay parking only (up to 4 hours). A third wanted increased long stay car parking and 13% were keen on creating a number of spaces suitable for people with children. Just one in ten people thought better signage would be most effective in improving the Council's car parks.

The younger the respondent the more likely they wanted more spaces suitable for people with children. Those in the 35 to 49 age group were less likely to want an increase in the overall number of spaces available.

Chart 6:



The questionnaire then went on to ask if residents would be prepared to see more parking spaces be made available, even though it may mean an increase in prices or a restriction in use (i.e. up to 4 hours). A clear majority; six out of ten of those surveyed said no, compared to 42% who said yes. By age, a significant number of residents on the 35 to 49 age bracket (31%) were less likely to want see more spaces available.

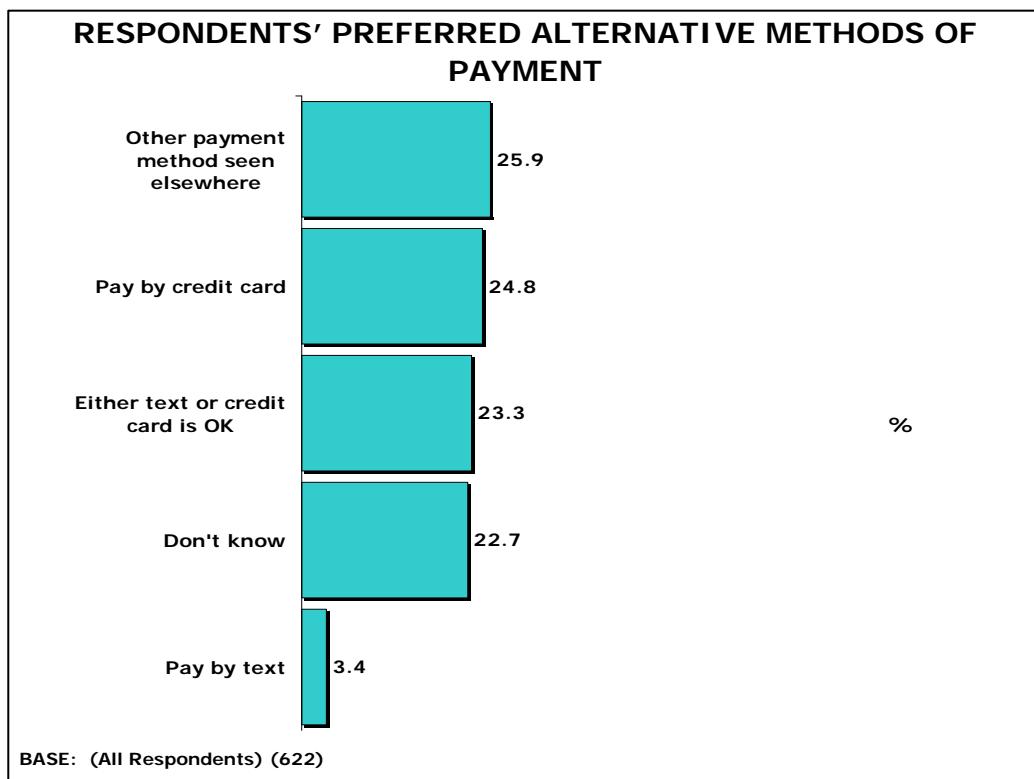
In respect of car parking charges, half of respondents would prefer to see a pricing structure that means long stay parking (more than 4 hours) being slightly cheaper than short stay parking, whereas the other half of respondents wanted an hourly rate the same for both long stay and short stay parking.

Residents were asked to indicate which alternative methods of payment they preferred. Over a quarter (26%) replied other payment method seen elsewhere. A quarter of those surveyed would prefer to pay by credit card versus just 3% preferring to pay by text, and 23% felt either method was okay. 23% of respondents stated that they did not know.

It is very significant that Stour residents are far greater to want to pay for parking by text rather than credit card. One in ten residents would like this option compared with Dassett where 1% of respondents wish to pay this way only.

By age, younger residents were more likely to want to see payment be credit card as an option.

Chart 7:



Stratford Town Parking

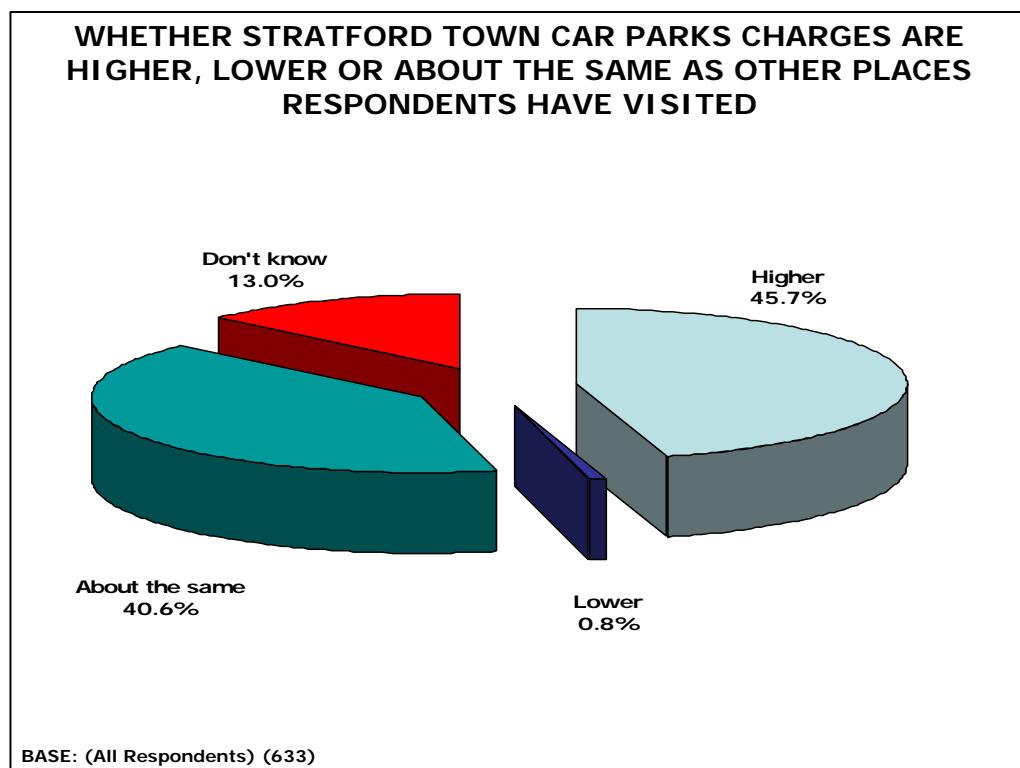
Almost three-quarters (73%) of residents stated that Stratford-upon-Avon town centre is not more accessible to them by car since Parking Decriminalisation in October 2004, as opposed to just over a quarter (27%) stating yes it was more accessible to them.

Nearly one half (46%) of those surveyed claimed the charges for Stratford town car parks were higher than other places they have visited. Four in ten respondents felt the charges were about the same and 13% did not know. Only 1% of residents indicated that Stratford town car parks' charges were lower, compared with other places they have visited.

By area there is a significant difference in response, whereby 55% of Avon residents think they are higher than elsewhere against 36% of residents in the Arden area.

By age the older the residents the less likely they thought that charges were higher than elsewhere.

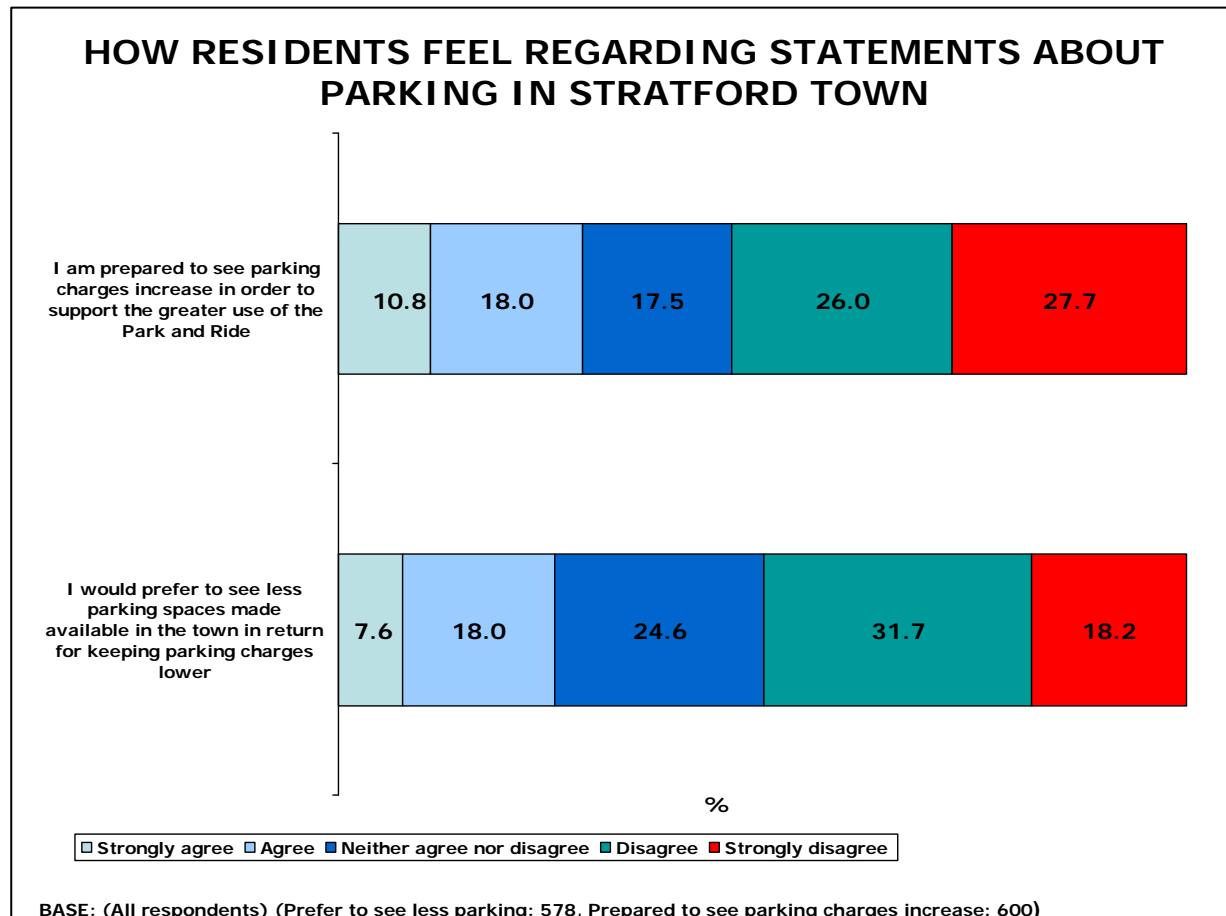
Chart 8:



Residents were questioned as to how much they agreed or disagreed with a couple of statements regarding parking in Stratford Town. Half of them either disagreed or strongly disagreed with the statement: "I would prefer to see less parking spaces made available in the town in return for keeping parking charges lower". Just over a quarter (26%) agreed or strongly agreed with this.

More than half (54%) of those surveyed strongly disagreed or disagreed with the statement: "I am prepared to see parking charges increase in order to support the greater use of the Park and Ride". Three in ten residents agreed or strongly agreed with this statement. By area there is a significant difference in attitude, whereby Arden residents are more likely to agree with the statement (40%), against the residents of Stour who are less likely to agree (17%). By age, older residents (65+) were more likely to agree with the statement.

Chart 9:



Parking Outside Stratford Town

Respondents were asked to state which, from a list of nine market towns and villages, was closest to their home. Over a third (35%) cited Stratford-upon-Avon and they were requested to proceed straight on to the question concerning Penalty Charge Notices. 12% of those surveyed quoted Alcester as the market town closest to their home, and the same percentage of respondents named Southam. Only 1% of residents gave the name of a market town or village not listed.

Table 1: Which market town or village is closest to the respondent's home.

	%
Stratford-upon-Avon	34.5
Alcester	12.0
Southam	11.8
Shipston-on-Stour	9.4
Wellesbourne	8.0
Henley-in-Arden	7.7
Kineton	6.7
Bidford-on-Avon	5.0
Studley	3.9
Other	1.1
BASE:	(661)

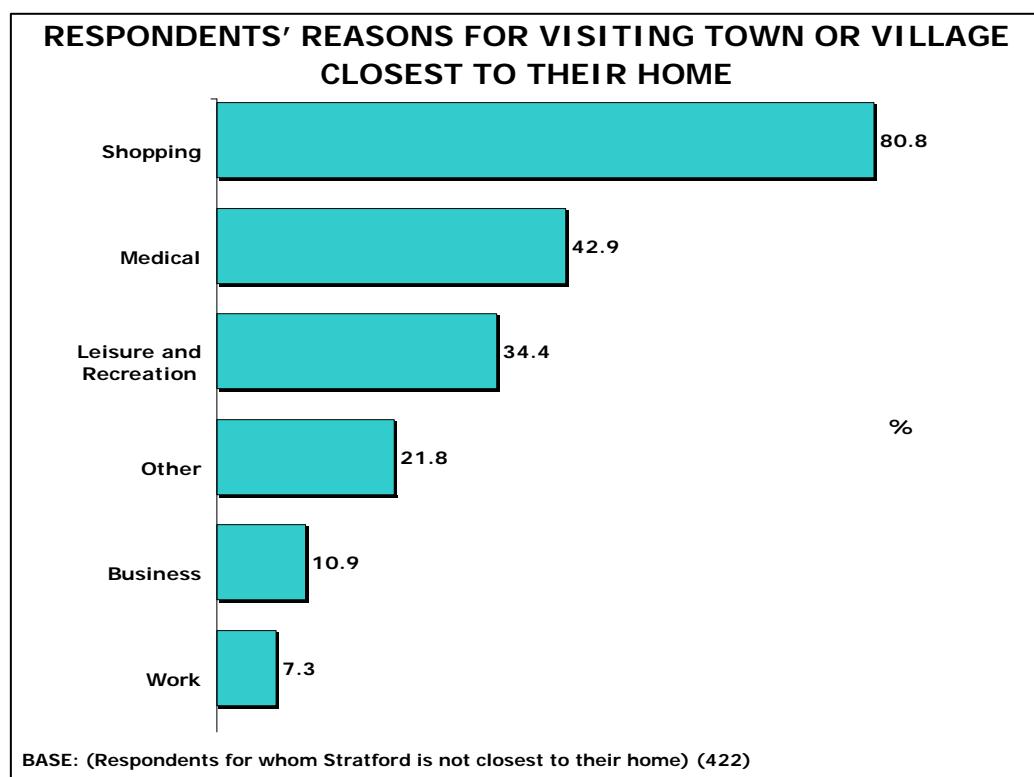
Residents who responded by stating the name of a market town or village, closest to their home, which was not Stratford-upon-Avon, were then asked a series of questions before being asked about Penalty Charge Notices. They were questioned how often they usually visited that town or village by motor vehicle: over half (54%) said more than once a week, and a quarter replied once a week. Interestingly, 13% actually said less than once a month.

Table 2: How often the respondent visits the market town or village which is closest to their home by motor vehicle.

	%
More than once a week	53.6
Once a week	24.9
Less than once a month	12.8
Once a month	8.8
BASE:	(422)

The survey then went on to query the reasons for the visit. The predominant reason, given by eight out of ten residents, was shopping. 43% quoted for medical purposes and slightly over a third (34%) said for leisure and recreation. One in ten cited business and just 7% named work. Over a fifth (22%) supplied other reasons.

Chart 10:



Respondents were asked to state how long their average visit to that particular town or village was. Significantly, almost half (49%) said up to one hour, and a third replied between one and two hours. Only 1% of those surveyed said between five and seven hours, yet 4% quoted more than seven hours. Those aged 35 to 49 were more likely to visit a town or village for an hour (59%).

Table 3: Duration of the respondent's average visit to the market town or village which is closest to their home.

	%
Up to 1 hour	49.2
1 to 2 hours	33.5
2 to 3 hours	8.7
3 to 4 hours	1.7
4 to 5 hours	1.7
5 to 7 hours	1.0
More than 7 hours	4.3
BASE:	<i>(415)</i>

The questionnaire then asked residents to state where they usually parked, if they used a motor vehicle to go to that town or village. Over half (56%) replied car park, 47% responded street / road, and just 9% said somewhere else.

With reference to outside Stratford town itself, when questioned, just over half (53%) of residents believed that more parking spaces could be made available if Stratford-on-Avon District Council charged a small hourly fee (i.e. 20p). However, 48% thought that more spaces could be made available if the Council gave more restriction of use in car parks (i.e. limited parking to 4 hours).

By area, there were differences in opinion. 61% of Arden residents wished to see more restrictions of use in car parks and 39% wanted a small fee charged hourly. In contrast, 37% in Dassett wished to see more restrictions and 63% wanted a small fee charges.

Table 4: Residents' views on making more parking spaces available, outside Stratford town itself, if Stratford-on-Avon District Council ...

	%
Charge a small hourly fee (i.e. 20p)	52.5
Gave more restriction of use in car parks (i.e. limit parking to 4 hours)	47.5
BASE:	<i>(314)</i>

Penalty Charge Notices

All respondents, irrespective of their closest market town or village, were then questioned as to whether they had been issued with a Penalty Charge Notice (parking ticket) for their vehicle in the last 12 months: nine out of ten had not. 14% of residents in Stour and 13% in Avon have received penalty charge notices, compared with 7% in Arden and 5% in Dassett. The age group that received the highest number of notices 50 to 64 (15%).

Further questions were then asked of the one in ten residents who had received a Penalty Charge Notice. Over half of them (54%) confirmed that they had spoken to staff in Parking Services following receipt of the ticket.

When analysing residents' views on Penalty Charge Notice processing with staff, half of residents who had spoken to Council staff, agreed or strongly agreed with the statement that staff in Parking Services were polite and courteous. However, almost a third (32%) of residents who had spoken to staff either strongly disagreed or disagreed.

With reference to the statement that staff in Parking Services explained the appeals procedure clearly, similar percentages of those surveyed agreed and disagreed, with 39% of respondents who agreed or strongly agreed with the statement, as opposed to 36% who disagreed or strongly disagreed with it.

Table 5: Residents' views on aspects of Penalty Charge Notice processing with staff.

	BASE	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Staff in Parking Services were polite and courteous	(31)	12.9%	38.7%	16.1%	6.5%	25.8%
Staff in Parking Services explained the appeals procedure clearly	(31)	12.9%	25.8%	25.8%	19.4%	16.1%

All respondents in receipt of a Penalty Charge Notice were then asked how much they agreed or disagreed with a couple of aspects of Penalty Charge Notice processing. Over half (57%) agreed or strongly disagreed that correspondence was dealt with swiftly, compared to 18% who disagreed or strongly disagreed. Eight out of ten agreed or strongly disagreed that it was easy to make a payment, compared to only 4% who disagreed or strongly disagreed.

Table 6: Residents' views on aspects of Penalty Charge Notice processing.

	BASE	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Correspondence was dealt with swiftly	(51)	5.9%	51.0%	25.5%	11.8%	5.9%
It was easy to make a payment	(50)	16.0%	66.0%	14.0%	2.0%	2.0%

Finally, with regard to whether or not the respondent's Penalty Charge Notice was overturned by Stratford-on-Avon District Council, seven in ten of those surveyed said no.

4.2 Local Public Transport

With the increasing costs financially and environmentally of private transport, SDC wanted to find out the use and ability to access public transport.

Over six out of ten respondents (62%) never used the local bus service. 1% of people surveyed used it almost every day, with a further 8% saying at least once a week and 9% about once a month.

Younger people (18-34) are more likely to have used the bus service (65%) than those aged 50 to 64 (29%).

Table 7: Frequency of using the local bus service

	%
Almost every day	1.4
At least once a week	8.3
About once a month	8.5
Within the last 6 months	6.9
Longer ago	13.4
Never used	61.5
BASE:	(662)

95% of those surveyed who have never used local bus services use a car, 45% walk and 16% use a bicycle. By area, more residents in Avon use a bicycle (22%) and walk (55%) than the other areas.

Table 8: How residents get about if they have never used local bus services

	%
Car	95.0
Walk	45.4
Bicycle	15.9
Train	11.9
Motorcycle	3.2
BASE:	(403)

For the purposes of the next questions, those surveyed were asked to indicate which age band they belonged to. 8% were in the 18 to 34 age bracket, 19% in 35 to 49 year old group, 37% were 50 to 64 years old, and a further 37% 65 or over.

Table 9: Age band resident belongs to

	%
18-34	7.8
35-49	19.1
50-64	36.6
65+	36.5
BASE:	(658)

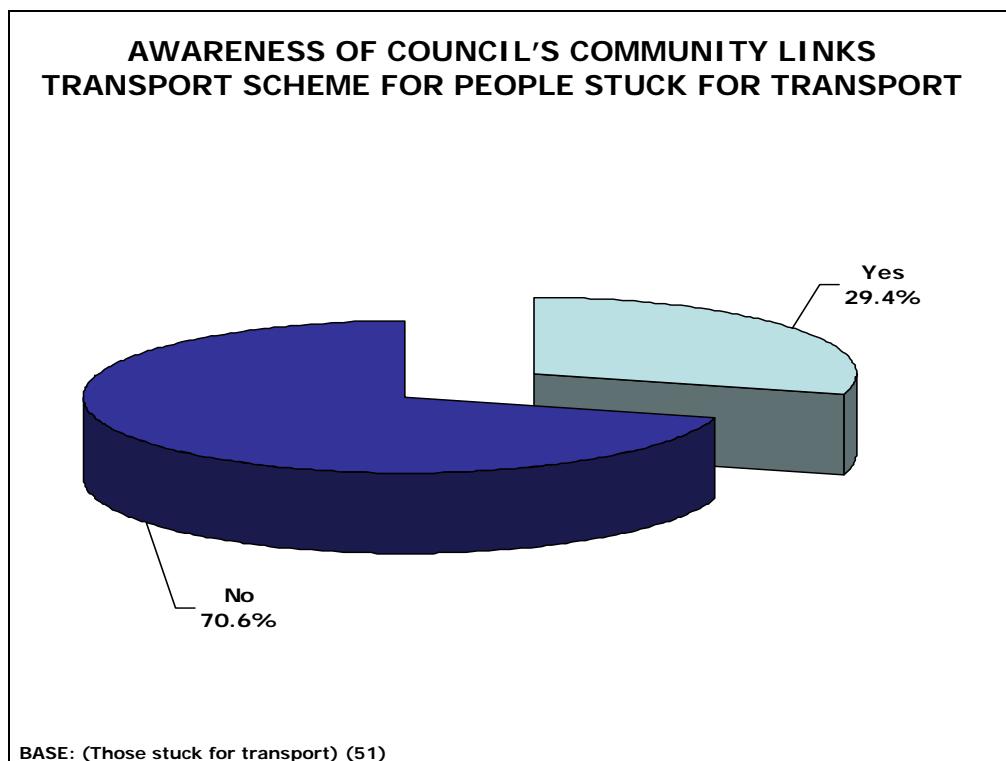
Exactly a third of Panel members have applied for or are current holders of a concessionary bus pass. By area this ranges from 39% in Arden to 25% in Stour.

37% of those surveyed said there were factors that prevented or made it difficult to access local bus services. By area the difference is 44% in Dassett who have issues against 28% in Avon.

Asked if they considered themselves "stuck" for transport, 9% felt they were. 14% of those aged 18-34 considered themselves stuck for transport. 35 comments were made on why they felt it was difficult to access local bus services and if they felt "stuck" for transport. In the appendix is a full list of comments.

Three out of ten people "stuck for transport" were aware of the Community Links Scheme.

Chart 11:

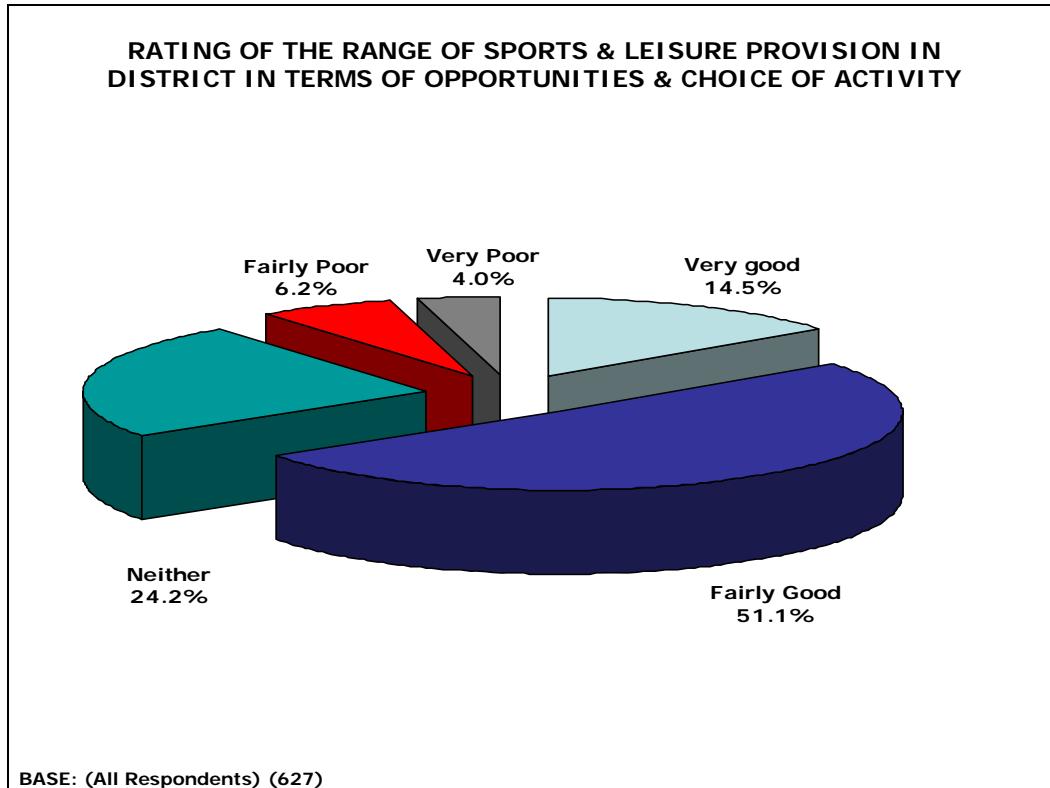


4.3 Sports and Leisure Provision in the District

Asked to rate the range of sports and leisure provision in the District in terms of opportunities and the choice of activity, two-thirds of respondents (66%) rated them as either very or fairly good, with one in ten saying it was fairly or very poor.

By age, ratings differ significantly between those aged 18 to 34, 77% saying it was very or fairly good against 60% in the 50 to 64 age group.

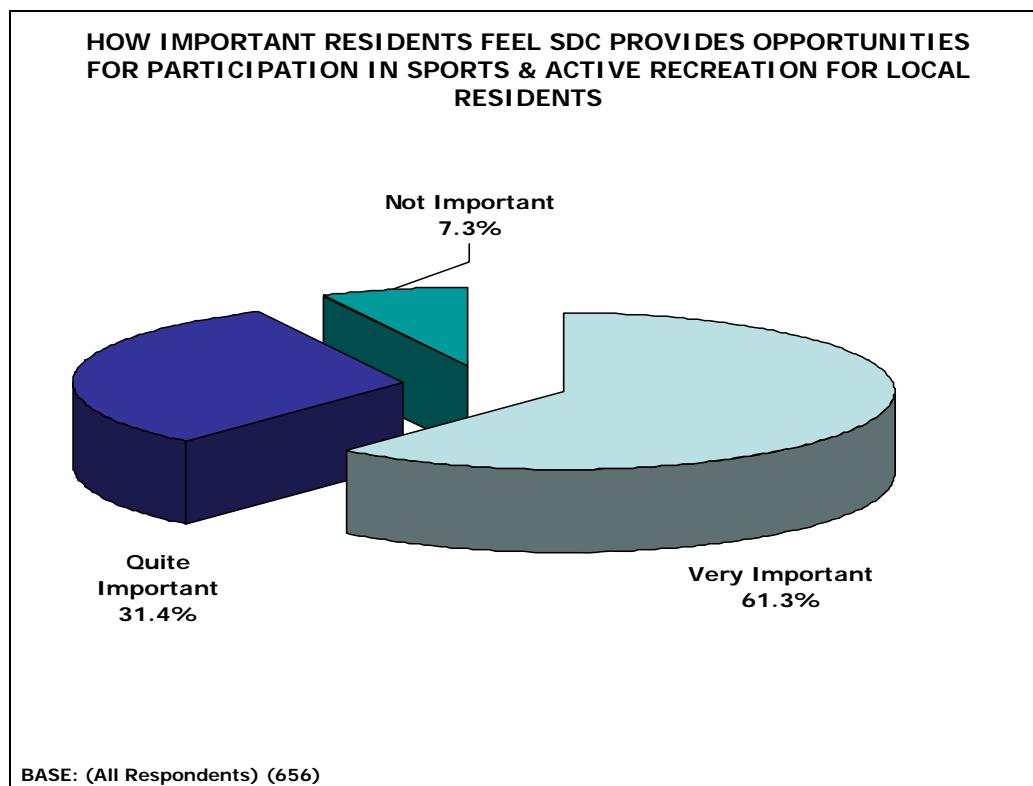
Chart 12:



61% of respondents felt it was very important and 31% quite important that Stratford District Council provides opportunities for participation in sports and active recreation for local residents.

By age, more people in the 35 to 49 age group feel it is important (74%) against 57% who are over 65.

Chart 13:



Nine out of ten respondents believe that investment in sports and leisure in the local community will contribute to an improvement in people's health, and seven out of ten feel it will see an improvement in making the area a better place to live.

Table 10: Do you think that investment in sports and leisure provision in the local community will contribute to...?

	%
An improvement in people's health	89.6
An improvement in making the area a better place to live	70.2
An increase in jobs for local people	52.7
A reduction in crime	49.8
A safer community	37.6
A reduction in drug related issues	27.8
An improvement in the environment	23.5
BASE:	(647)

Two-thirds of residents (68%) have accessed the website to find out information on leisure centres or swimming pools. A quarter have looked for information on fitness classes and gyms, and one in five respondents have accessed information on children's holiday activities.

A list of the other services are included in the appendices.

Table 11: Leisure services that residents have accessed the website to access information on.

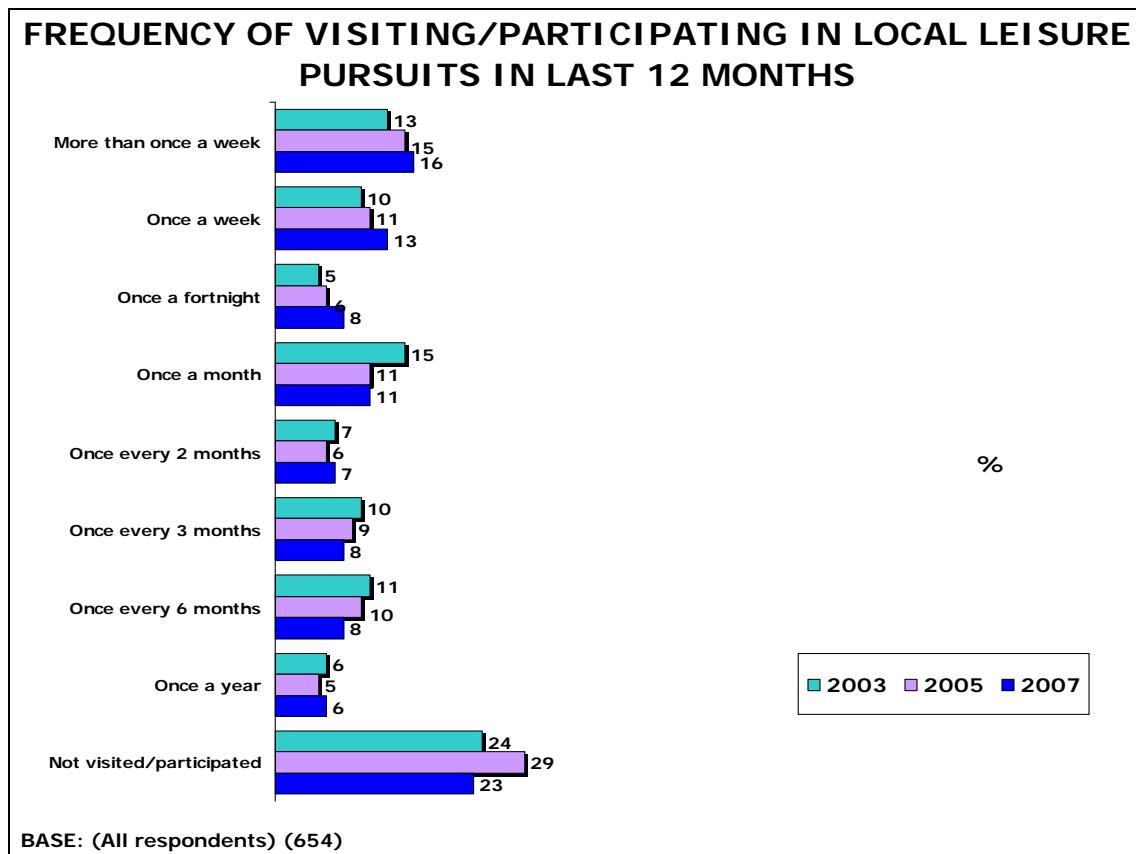
	%
Leisure centres or swimming pools	68.4
Fitness classes and gyms	25.3
Children's holiday activities	19.5
Local sports clubs	8.9
Local sports events	8.9
Sports coaching courses	8.4
Pitch bookings	1.6
Other services	16.8
BASE: (Those who have accessed website)	(190)

Just 0.3% of those surveyed had booked any sports facilities on line via the SDC website in the last twelve months – the responses being Gym class and other.

4.4 Sports and Active Recreation

The number of residents visiting/participating in local leisure pursuits (e.g. art galleries, theatre, local festivals, health and fitness centres, leisure centres, sports centres), on a more frequent basis has increased. Those participating once a week or more have risen from 26% in 2005 to 29% in 2007. Also, the overall number of residents not visiting or participating in leisure pursuits decreased from 29% in 2005 to 23% in 2007. By age, those 35 to 49 are least likely not to visit or participate (9%) against 34% in the 65+ category.

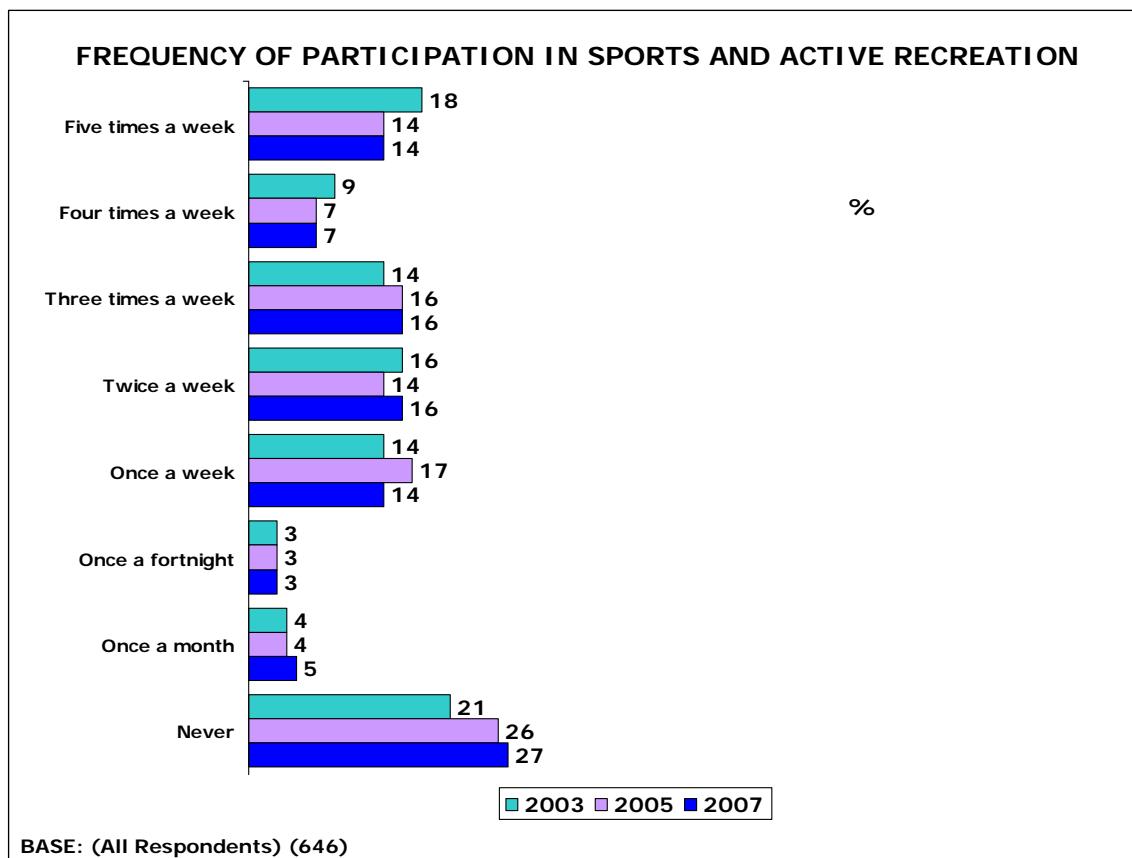
Chart 14:



Participation in sports and active recreation is varied. Whereas 14% of respondents claim to participate in physical activity (classed as 30 minutes of continuous exercise of a moderate level) five times a week and 7% say four times a week, 27% never do anything.

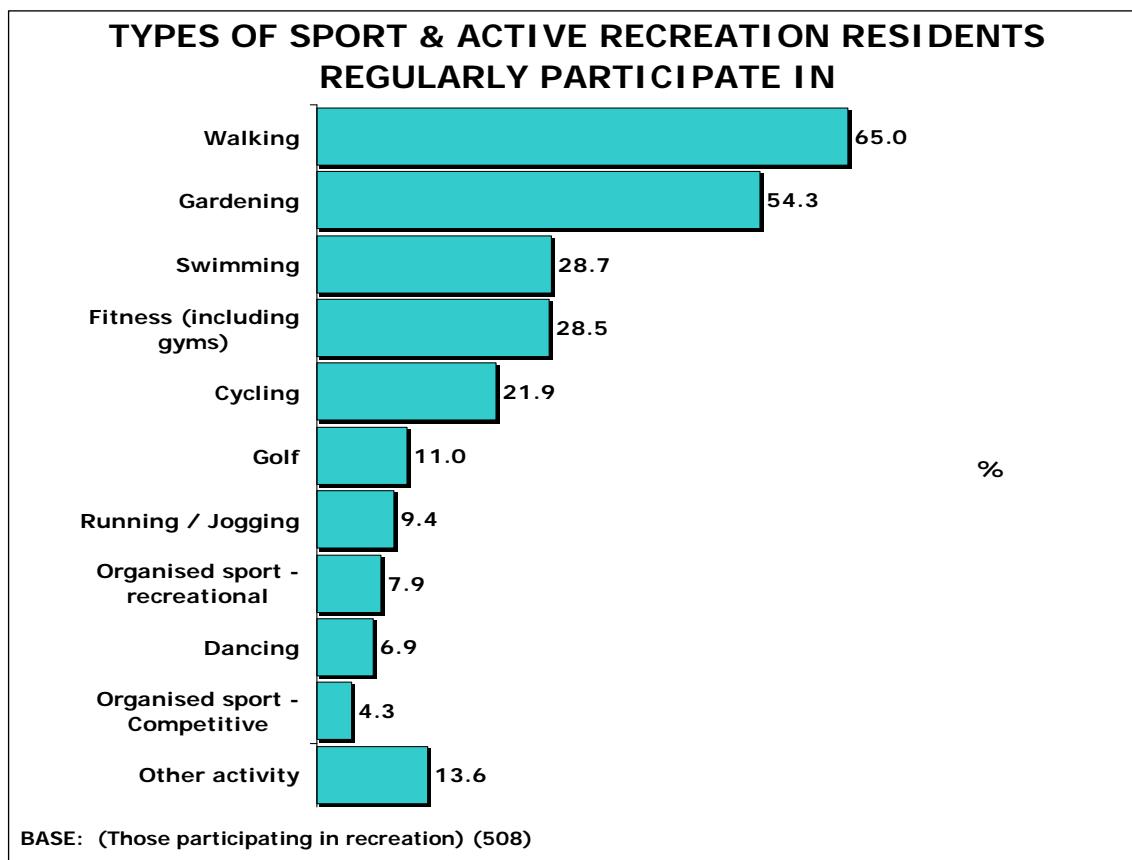
By area, those who never do anything ranges from 32% in Arden, to 22% in Dassett. By age, 14% of those aged 35 to 49 never participate in sport against 39% who are over 65.

Chart 15:



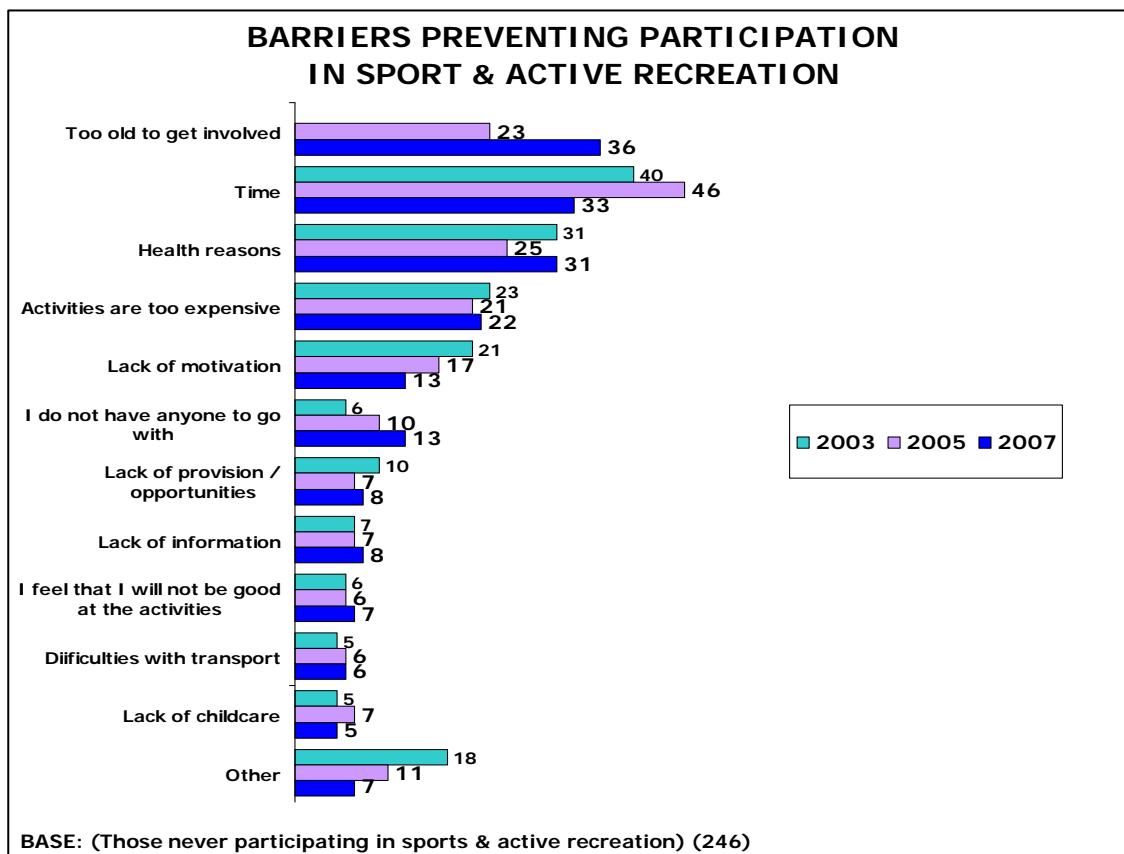
The most popular type of sport and active recreation residents regularly participate in is walking (65%), followed by gardening (54%), swimming (28%) and fitness (29%).

Chart 16:



For those respondents never participating in sport or active recreation, 36% claimed they were too old to get involved, a third never had the time, with another 31% saying they had health reasons.

Chart 17:



4.5 Information Advice and Support (Sport and Leisure)

Respondents were asked various questions on the sports and leisure services available in the District. 31% were aware of the grants for sports clubs and 30% aware of the school holiday activities. The highest awareness with 41% was for the Race for Life.

Usage was highest for the SDC maintained play areas with 12% of residents ever using them.

Table 12: Sports and leisure services available in the District (2007 Results)

(This question includes no response)	Heard of	Ever used	Like to use if could
Grants for sports clubs	30.5	5.2	4.0
Sport & leisure activities during school holidays as detailed in the Hi Five leaflet	29.5	8.1	3.9
Information/advice service for sports development	11.5	2.7	2.2
Sports coaching sessions, e.g. basketball, short tennis, football	24.3	6.9	2.7
Disability sports sessions (SWADS Action Packed)	9.9	2.1	1.6
Activities for older people, e.g. bowls, walks	26.8	5.8	7.0
Skate Park	24.1	3.4	1.3
Play areas maintained by SDC	26.3	12.4	1.2
Advice on lottery and other grants to clubs	17.1	3.6	2.5
Exercise Referral Scheme	6.9	2.4	1.9
Race for Life (5km fun run)	41.3	7.3	2.7

Looking at the difference in results between 2005 and 2007 awareness of all sports and leisure services available in the District has gone down. The biggest drop was for sports clubs grants down 19% and play areas down 12%. However there has been a small rise in usage for the majority of service's with a 2% rise recorded for activities for older people.

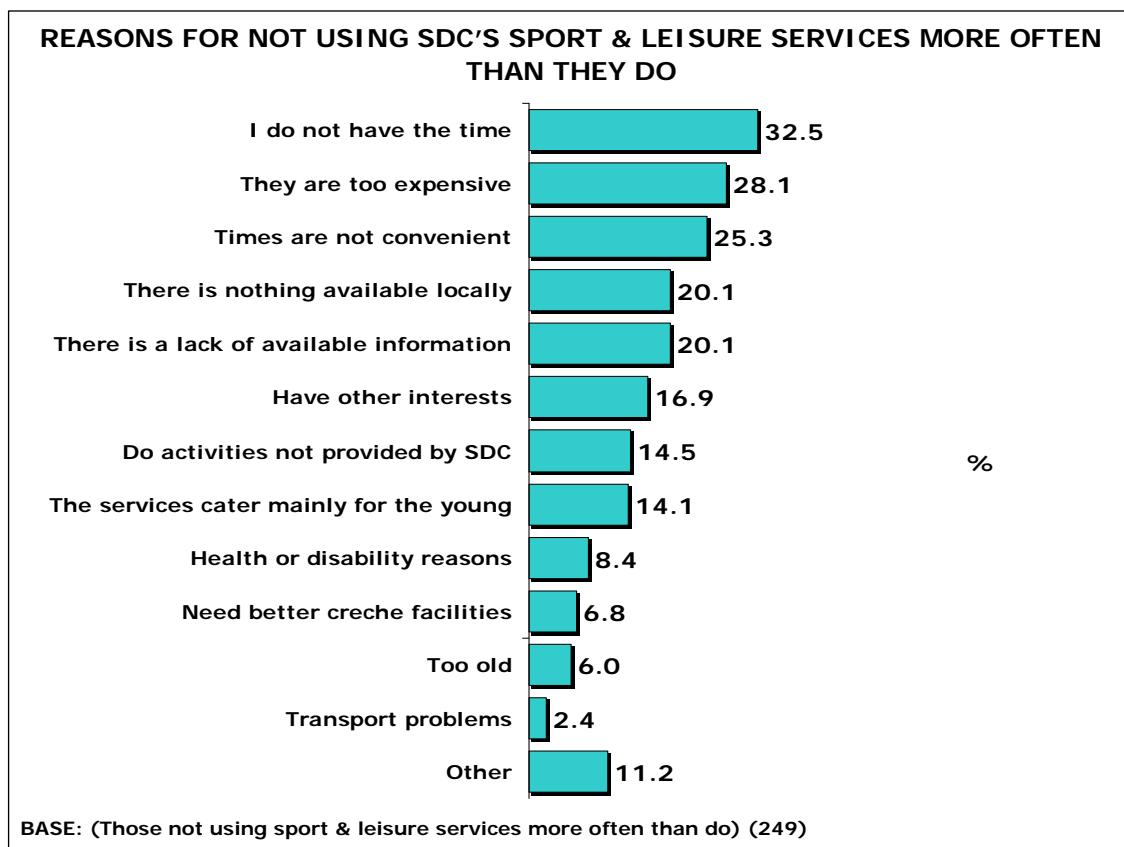
Table 13: Sports and leisure services available in the District
(Differences between 2007 and 2005 results)

	Heard of	Ever used	Like to use if could
Grants for sports clubs	-18.9%	+1.5%	-1.8%
Sport & leisure activities during school holidays as detailed in the Hi Five leaflet	-8.9%	0.0	-1.0%
Information/advice service for sports	N/A	N/A	N/A
Sports coaching sessions, e.g. basketball, short tennis, football	-7.1%	+1.2%	-0.7%
Disability sports sessions (SWADS Action Packed)	-3.9%	+0.3%	-0.3%
Activities for older people, e.g. bowls	-6.9%	+2.1%	+0.8%
Skate Park	N/A	N/A	N/A
Play areas maintained by SDC	-12.4%	-0.9%	-0.9%
Advice on lottery and other community grants	-9.0%	-0.5%	-2.0%
Exercise Referral Scheme	-2.7%	+0.3%	-0.4%
Race for Life (5km fun run)	-1.5%	+1.5%	-0.1%

42% of residents would like to use SDC's sport and leisure services more often than they do. By age there is a significant difference – 69% of those 35 to 49 would like to use the service more, 60% of those aged 18 to 34, 40% of those 50 to 64, and 23% of people 65 plus wish to use the service more.

Asked the reasons for not using SDC's sport and leisure services more often than they do; a third of respondents felt they do not have the time; 28% felt they are too expensive; and a quarter said the times were not convenient.

Chart 18:



4.6 Voluntary Work

Just over one in five Panel members (21%) are a member of a sports club. Of these 44% are committee members, 23% are involved in coaching and 21% in fundraising.

Table 14: The voluntary work the respondent undertakes in the club

	%
Committee member	43.8
Coaching	22.9
Fundraising	20.8
Secretary	14.6
Committee Chair	12.5
Driver	10.4
Other	27.1
BASE: (Those who are members of a sports club)	(48)

Including sports clubs in the last twelve months, residents were asked what they had done in terms of unpaid help to any groups, clubs, or organisations. 44% of those surveyed have not given unpaid help. Just over a quarter (27%) had raised money or taken part in sponsored events, exactly a quarter had organised or helped to run an activity or event and 22% had lead a group or been a member of a committee.

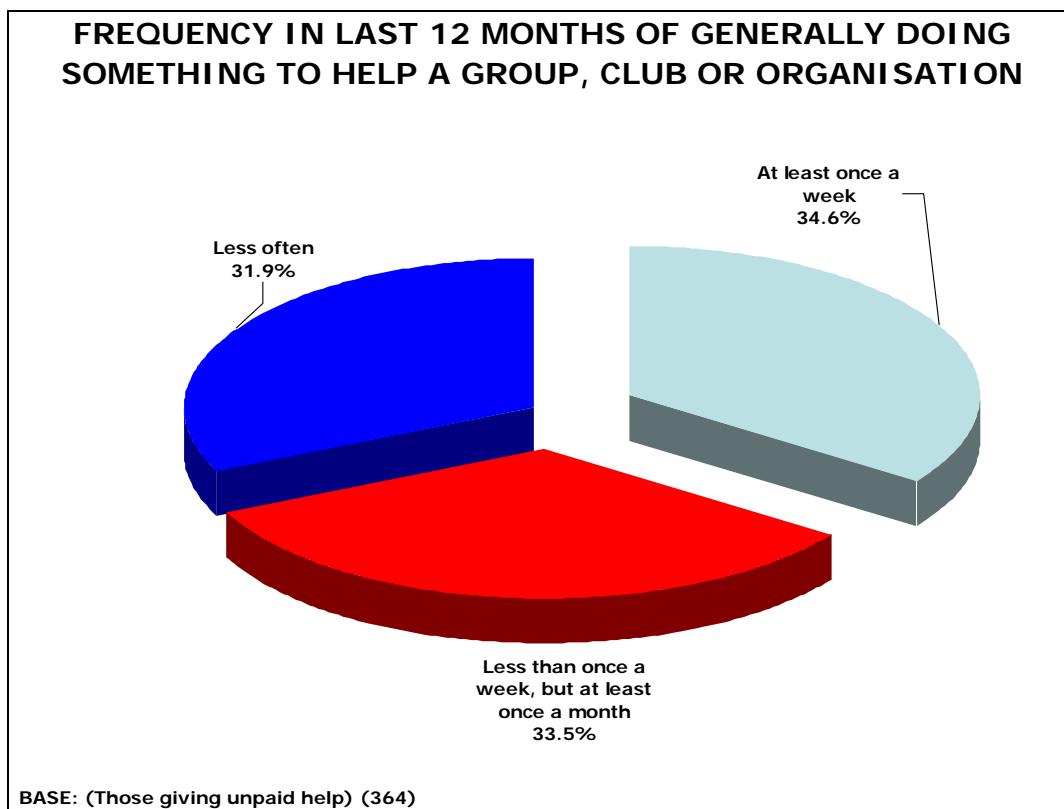
Table 15: Including sports clubs in the last 12 months, what residents have done in terms of unpaid help to any groups, clubs, or organisations.

	%
I have not given unpaid help to any group, club or organisation	43.7
Raising or handling money / taking part in sponsored events	26.6
Organising or helping to run an activity or event	24.8
Leading the group / member of a committee	21.7
Secretarial, admin or clerical work	12.2
Giving advice/information/counselling	9.1
Visiting people	8.9
Providing transport/driving	8.9
Other practical help, e.g. helping out at school, shopping	8.6
Other help	8.6
Representing	8.2
Befriending or mentoring people	6.8
Campaigning	4.9
BASE:	(572)

Of those residents giving unpaid help, 35% had done something to help a group, club or organisation in the last twelve months at least once a week; 34% had done it less than once a week but more than once a month; and the remaining 32% had helped less often.

By area there were differences. Whereas 43% in Dassett helped out at least once a week, 20% in Stour did likewise.

Chart 19:

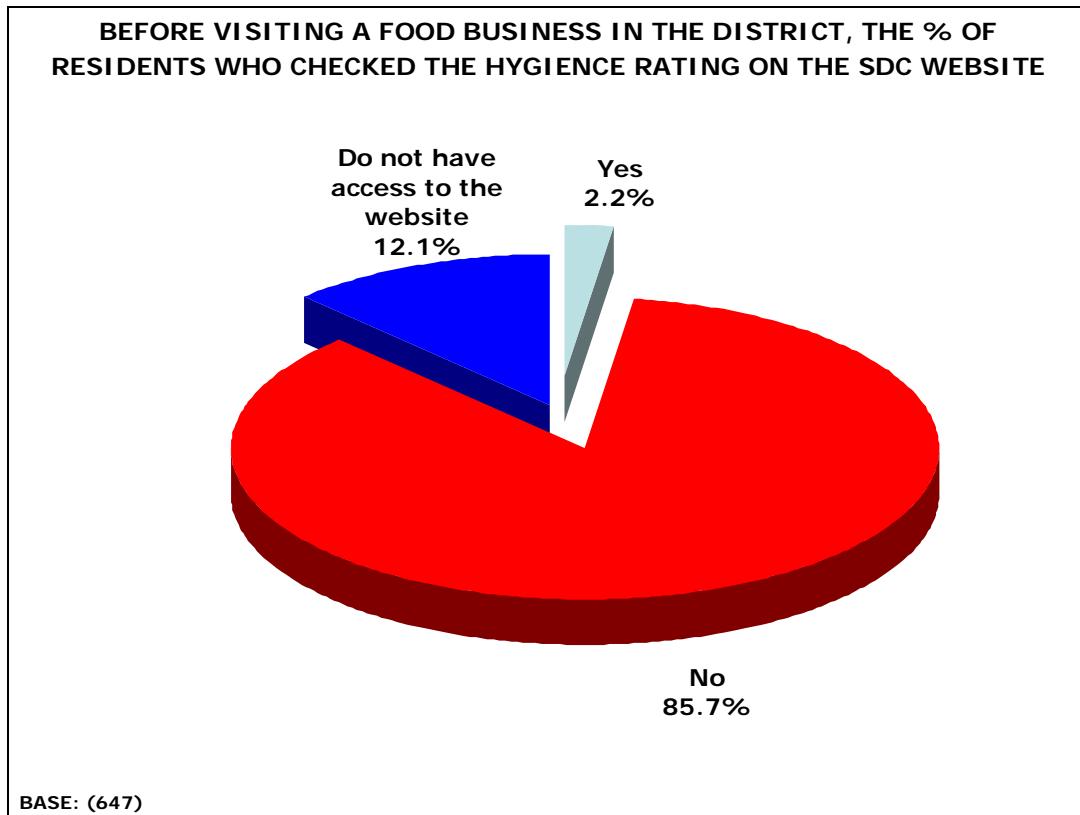


Asked whether they had heard of the Volunteer Centre (Stratford on Avon District), 37% of those surveyed indicated they had. Of these one in ten (11%) had contacted them to find a voluntary opportunity.

4.7 "Scores on the Doors" (Food Hygiene Ratings)

Since January 2007, SDC had started an online system (Scores on the Doors) on the SDC website, whereby the public can check on the hygiene rating of an eating establishment. 2% of those surveyed had looked at the SDC website to check its rating before they visited a food business in the District, 86% had not and 12% do not have access to the SDC website (24% of those aged 65+ do not have access).

Chart 20:



Feedback from the 2% who had seen the pages saw positive scores for the different aspects of the site.

Table 16: Rating of different aspects of Scores on the Doors pages

	BASE	Very Good	Fairly Good	Neither Good nor Poor	Fairly Poor	Very Poor
Ease of use	(14)	21.4%	50.0%	14.3%	14.3%	0.0%
Quality of the information	(11)	45.5%	45.5%	0.0%	0.0%	9.1%
Design	(11)	18.2%	63.6%	9.1%	0.0%	9.1%

Council publicity had been the main source of the publicity given for the "Scores on the Doors" pages.

Table 17: How heard about "Scores on the Doors" on the SDC website

	%
Council publicity	38.5
Search engine	23.1
A friend or colleague	15.4
Other way	15.4
Browsing through other parts of the SDC website	7.7
BASE: (Those visiting Scores on the Doors pages)	(13)

79% of those residents that had visited the Scores on the Doors pages would visit the website again to check the hygiene rating of a food business again before visiting it.

43% of those residents that had visited the Scores on the Doors pages had seen the display of certificates that show their rating in the food business premises.

4.8 Fruit and Vegetable Intake Monitoring

For the purposes of Local Area Agreement monitoring, one question was added at the end of the survey. Asked how many portions of fruit and vegetables respondents had eaten the day before, 49% had the recommended five or more – a 5% increase on 2006. Around 5% of respondents had eaten one or no portions of fruit and vegetables.

Table 18: Number of portions respondents had eaten the day before

	2006	2007
	%	%
0	1.5	1.1
1	4.0	3.4
2	11.9	8.6
3	18.1	18.9
4	21.9	19.4
5	21.0	21.9
6	14.5	18.5
7 or more	8.0	8.1
BASE:	(684)	(639)

APPENDICES

Comments from the following open-ended questions

- Reasons why residents feel it is not easy or not very easy at all when getting around Stratford District by motor vehicle.
- Other reasons for the visit to that town or village.
- Reasons for answering yes to "are there any factors that prevent or make it difficult for you to access local bus services?" or "do you consider yourself stuck for transport?".
- Other reasons for using the SDC website to access information about any of the following leisure services.

Reasons why residents feel it is not easy or not very easy at all when getting around Stratford District by motor vehicle.

179 comments

- 4: Roads always busy in S.O.A., too much traffic
- 5: Heavy traffic, few parking spaces
- 11: Grid locked on all access roads every Saturday. Ridiculous traffic flow system
- 13: High level of traffic, high level of deliveries at 10-am - 4pm
- 16: Inconsiderate driving by other motorist
- 17: Built up areas for e.g. High Street Studley, Shottery are very difficult because of traffic and parking. Alcester Road Studley is terrible!
- 18: Difficult parking to visit library, meetings in church hall
- 21: Too much traffic congestion on main routes
- 24: Nothing clear or simple. Too many vehicles
- 28: Always traffic trams too many cars entering Stratford
- 31: Not always easy to get quickly into Stratford from Shipston side. Also Birmingham can be very busy
- 33: Too much through traffic and loading commercial premises at the wrong time of the day, i.e. early am's
- 34: Roads are always jammed
- 36: Getting around Stratford itself is a nightmare. I live in Wellesbourne and Saturday in the villages is a nightmare as well.
- 37: Not enough parking area's near the shopping centres
- 47: Totally impossible question to answer with one tick. It depends on where you are!
- 50: Narrowness of Clopton Bridge. Inadequately of road space & excessive traffic lights in Bridgefoot area
- 51: Not enough spaces, expensive to park, congestion
- 55: Poor parking by road users. They have little respect
- 56: Roads badly overcrowded with long queues of traffic. Frequent parking on both sides of streets making parking impossible
- 64: Too much traffic
- 65: Not enough disabled places, I cannot walk more than 50 yards
- 66: Too many road works at one time. Cars parking anywhere not leaving enough motoring room
- 68: Time taken to drive through town to Birmingham Road. Bottleneck at Alveston Manor roundabout
- 70: Winding roads here to go through Leamington to get to Stratford on use motorway
- 75: Too many cars are parked alongside of road. Not using car parks
- 80: General congestion
- 84: Because traffic in and through the district because heavier year by year
- 91: There always seems a lot of road works which can be frustrating
- 94: Lack of proper by pass
- 96: Too many blocks in S-O-A by the bridge, Birmingham Road
- 107: Parking on both sides of road even if there are yellow lines!
- 109: Long queues into town particular the Tiddington Road in the town. The High Street is often congested with cars/vans/lorries parking illegally
- 110: Restricted to allowance of time at meter position. Can it be lengthened in time
- 116: Obstructions now far more frequent from cars moving into & out of short term parking spaces in major roads. Also from cars frequently parked on double yellow lines.
- 117: Lack of one-way systems
- 122: Too many traffic lights that are pedestrian controlled around Bridgefoot causes unnecessary congestion over the bridge & back up to Shipston & Banbury roads
- 127: Not enough street parking & car parks are too far from the shops for an 80+ woman
- 128: Town approach roads very congested
- 139: Traffic planners who site a pedestrian controlled traffic lights at the foot of a bridge which is fed by three major roads and other traffic congesting decisions
- 140: Lack of parking for disabled and a real problem parking outside or near my home

- 141: Various building projects that cause traffic to build up in certain areas, causing congestion elsewhere
- 142: Heavy traffic
- 143: Traffic, traffic, traffic
- 148: Increase in population and car volumes
- 151: Seems to be always very busy & always queues. Have to go into Stratford very early to escape queues
- 154: Depending on day (I.e. Saturday) & peak times, Wood Street gets jammed. Is there any reason why a pelican crossing can't be put in at the pedestrian crossing. It would ease flow of traffic & with a camera to prosecute jay walkers!
- 157: Congestion to & from town centre
- 159: Too much congestion at roundabouts, Gyratory, traffic lights
- 162: Principally because S.O.A, does not have a ring road. Further in this day & age it is absurd that the very centre of the town is not pedestrianised
- 167: More disability parking required in the town centre
- 178: Due to number of cars & no of cars parked on street parking spaces & parked illegally & cars parked blocking our driveway
- 179: Too many parking restrictions
- 182: Too many cars which could be avoided with less traffic lights
- 185: Basically too many cars on the road. A bypass is needed around the whole of Stratford
- 188: Very congested. Road system not adequate for increase in homes in Stratford
- 190: 1. Bottle necks on Birmingham Road. 2. Too many LGV using Clopton Bridge. 3. Require complete southern ring road with new bridge
- 200: Only in rush hours especially in tourist season
- 208: Congestion - Gyratory. Clopton Bridge, Banbury/Shipston Rd/R/bout/ Too many lorries around town & on approaches
- 209: Congestion within Stratford-Upon-Avon seems to be getting worse even out of peak times
- 212: The main problems are in Stratford town centre which is badly congested
- 213: Too many traffic jams especially on the Birmingham Road - spent 20 mins to get out of Maybird Centre
- 214: Being elderly it is difficult if convenient central parking is not available. So tend to use Tesco etc
- 215: Traffic
- 219: Too much traffic, stupid restrictions e.g. Alcester Road into Greenhill St - Albany Rd.
- 229: You have too many traffic lights and crossings which affect traffic flow. Replace lights with roundabouts as they do in France
- 231: Too much traffic
- 232: Traffic & traffic lights everywhere you go
- 237: Mainly around S.O.A. Town & roads into wider area fairly easy
- 243: Congestion and road works on most roads. Traffic has increased dramatically over the last few years
- 245: No free parking for local residents
- 248: Are Harbury roads, roads or car parks?
- 249: Parking is the problem. If you use a parking meter in the street one can only park for 1 hour.
- 260: I find difficulty in walking and shopping in Stratford involves too much walking for me
- 270: Too much traffic approaching the Banbury Rd Island. A by pass is needed
- 273: Too much traffic
- 284: Not being able to turn down Grove Rd from Alcester Rd
- 292: Too many cross over lanes in town
- 295: Traffic congestion
- 298: Too much congestion and not enough parking close to amenities at reasonable cost
- 304: Volume of traffic a by pass is urgently needed & a new bridge
- 305: Double parking in Bridge St. O M&S & Boots. Heavy goods vehicles parked for unloading in all streets

- 311: People waiting for parking round works
- 313: Too many restricted roads e.g. turning right at Arden Street when coming along Greenhill Rd, not being able to turn right at Arden Street going the other way
- 314: Vehicles parking on road sides
- 320: Pure traffic volume
- 322: Very congested at weekends & peak hours. With the park & ride people should be encouraged to use this more. Congestion charge is this a possibility for those living outside of Stratford?
- 326: Not enough parking spaces and always building or roadworks
- 327: Very congested - I know my way around but at Peak times many roads are gridlocked
- 337: Too many tourists that walk anywhere
- 340: 1. Simply too much traffic on main roads into & out of town. 2. Town centre congestion made worse by parked delivery vehicles & illegally parked cars. 3. Frequent road works
- 345: Stratford town centre a nightmare, constant traffic jams - needs a by-pass to take as much traffic out of the town centre as possible. I live south of the river as do hundreds of others, including the enormous Trinity estate. There are no shops south of the river which means everyone has to travel over Clopton Bridge (Or at least the Rec car park) to get to any shop. Even the park & ride is North of the town - what !!! use is that to anyone living south of the river! We are constantly ignore
- 349: Heavy congestion at peak times mostly concerning Evesham Place/Seven Meadows roundabout and Evesham Rd
- 350: No traffic flow
- 351: Not enough parking spaces too many cars on the roads
- 355: Constantly congested at Bridge into town near hospital, everywhere in fact
- 358: The ridiculous road works throughout the summer on most access roads
- 359: Too many cars, streets too narrow, pedestrians step into street
- 361: Congestion in town centres
- 362: Insufficient disabled parking
- 363: Too much parking on street and too many delivery lorries at all times
- 365: Mainly parked vehicles
- 366: Quantity of traffic
- 369: Too many vehicles in queues
- 373: Depends on time of day - will get worse with new developments
- 374: Traffic queues - traffic lights road works - limit parking on roads. lorries on pavements
- 378: Amount of traffic driving rush hours
- 381: Streets are too narrow for parking on both sides which makes driving difficult. Large vehicles unloading outside shops cause blockage, particular in Wood Street
- 388: Few spaces
- 390: Too much traffic in town centre
- 392: 1. Too great ? traffic into the Clopton Bridge area. 2. Birmingham Rd traffic now affected by housing commercial develop. with extra traffic & increase in traffic lights
- 393: It is too difficult to move around with heavy traffic and not having a bus station in town
- 399: Congestion, poor parking in town
- 401: Very difficult to enter or pass through from Upper Quinton via old bridge (A3400)
- 402: Stationary vehicles in town and approach roads
- 411: Cars parked indiscriminately, lorries off loading. Streets closed for MOP/Markets before, during & after
- 422: Build up of traffic and lack of parking
- 442: Pedestrians and the motor car are confined to too small an area. Pedestrian only areas work best
- 446: Congestion caused by circulatory traffic looking for acceptable parking
- 447: Traffic congestion particular at peak times. The bottom of the Banbury Rd/Shipston Road along the Birmingham Rd. Also crossing the Alcester Rd by hospital

- 450: Too much congestion at peak times
- 452: Streets, congested with all forms of transport & people going round and round looking for parking spaces
- 459: Sheer volume of traffic
- 460: Old town not geared up for amount of traffic
- 466: Long queues getting into Stratford from all directions
- 471: Roads very congested
- 472: Too many people crossing & people not using them
- 478: Constant building of new homes i.e. Shipston Road
- 479: Due to lorries trying to get through centre of town instead of going around
- 482: Too many heavy goods vehicles coming through the town centre
- 484: Traffic congestion
- 485: Traffic lights. Parking on both sides of roads. Buses picking up/dropping off in Wood Street & Bridge St.
- 494: Traffic jams on circulatory system, mainly due to congestion at junction of Shipston/Banbury/Tiddington Rds. No attempt made to minimise effect of B'ham Rd building works
- 495: Silly question really as it all depends on the time of day you are referring to. Rush hours are absolutely chaotic!
- 498: Whichever way you come into Stratford you more or less are forced towards the centre. Need complete bypass
- 506: Certain roads in the town are often grid locked e.g. Evesham Place, it's roundabout and surrounding roads.
- 507: Parking on both sides of the streets in town centre. High St, Chapel St where it is narrow being the main problems. Most of the problems caused are trucks off loading or badge holders
- 508: It's blatantly obvious! You have totally failed to address the issue - WCS Can never be until you do
- 509: All roads into Stratford early morning clogged up by traffic lights in wrong places & at Christmas time & Mop Fair by roads being closed off
- 510: Roads are too congested viz Arden Street, Birmingham Rd, Evesham Rd, back ups caused by traffic lights not synchronised
- 512: Traffic congestion not peak times, problems with traffic control around Wellesbourne on market days
- 519: The Gyratory system is ill designed & people seem incapable of merging!
- 525: Terrible. In commuter traffic it takes me longer to get from B'ham Road to Lower Quinton than from B'ham Road to Solihull
- 527: General congestion only
- 528: Parking - payments
- 529: Volume of traffic
- 530: Population too big
- 543: The so called "parking" arrangements make no different to traffic flow
- 545: As a volunteer N.H.S driver on ? Hospital. ?
- 547: Queues at peak time's esp. on Shipston and Banbury Roads at Shell Stn. roundabout. Access roads e.g. Bridgetown Road often blocked (Yellow matching perhaps)
- 548: Roads increasingly choked
- 551: Crowded streets - public cars parked in main shopping roads
- 555: Locally easy, Stratford Town is a nightmare
- 558: Using a blue badge & finding disabled parking bays can be difficult
- 561: Traffic jams
- 563: Too many cars parked on narrow streets, tourists wandering into the middle of the road!
- 564: With more & more traffic lights and roundabouts and town centre residential developments - traffic is moving slower and slower. There are not enough short term parking spaces to visit. A local shop is getting very difficult
- 569: With more bigger vehicles it gets harder for two to pass in the narrower streets when lots of cars parked
- 572: Congestion on major routes e.g. A46/A429 cost of parking in Stratford itself!

- 575: When there were only the main set of traffic lights it was much easier. I now spend double the time with the car on tick over in the traffic
- 583: Traffic, & car parks for some important shops & no of tourists. I avoid Stratford from April to October
- 586: The road system in Stratford has been ruined. It used to be easy to get around now with the B'ham Road & Alcester Rd changes, it is awful, you have to go into Stratford to go up Evesham Road
- 590: Too much traffic as there is everywhere
- 595: Very congested often people parking in silly places because no reasonably priced parking available/free parking
- 605: Traffic lights at certain junctions badly synchronised
- 607: Streets narrowed by parked vehicles
- 609: Living off Banbury Road it is often very congested with traffic held up by trying to cross Clopton Bridge
- 610: Queuing over the Clopton Bridge bad in the week worse at the weekend impossible bank holidays
- 620: Too much traffic & recent turning restrictions
- 622: Amount of traffic on roads is high. The roads are narrow to get to other side of Stratford you have to go through town centre which builds up traffic
- 623: Often queues into Stratford. Queues to park. People jay walking
- 628: Volume of traffic mostly - but the roundabout at Banbury Road/Shell Garage
- 639: Congestion in town, too much traffic
- 640: Filtering on and around the 1 way system doesn't work. Pedestrian crossings cause major tailbacks, especially over bridge, cars waiting in main thoroughfare for spaces outside M&S
- 642: Extremely poor traffic management in the vicinity of roadworks
- 644: Getting 'around' SOA is impossible, without a full ring road, going through from Banbury Road to Birmingham Road is horrendous and requires going through the town - when will a north - south access road be built
- 656: Car parks are badly placed and designed, like the one in Rother Street, only one exit and entrance, close to a busy crossroads and pedestrian crossing. Exit should be at the far end
- 657: Having children at a town school and having to drive in, it's too far to walk, it can cost me 40p per day to drop them off
- 667: Because all the roads seem to be in the middle of town

Other reasons for the visit to that town or village

79 comments

- 8: Visiting friends
- 9: Plastic recycling
- 30: Church
- 32: Pick up a relative to do weekly shop
- 39: To attend the library parking at Stratford library is most unfriendly
- 41: Recycling facilities
- 42: Vets
- 43: Post office
- 45: Church
- 54: Live there
- 55: Visiting relatives
- 58: To use post office
- 62: Live there
- 68: Post office
- 93: I live there
- 99: Children's school
- 103: Horses are kept at a farm there
- 106: Bank
- 108: Get takeaway
- 109: Church
- 113: Garden centre
- 116: Collecting children
- 121: Volunteer work
- 134: Church
- 137: Social visits
- 168: Bank
- 170: Post office
- 173: Haircut
- 178: Bank, butchers
- 179: Parking charges in Stratford
- 214: Bank in library
- 233: School
- 237: Visiting friends
- 248: Bottle bank
- 251: Simply for some specific item
- 259: Play park for children beside river
- 262: Visiting friends
- 263: Usually just passing through to Stratford
- 267: Family
- 268: Vet
- 273: Live there
- 287: I live there
- 302: Live there
- 308: Visiting relatives, attending exercise classes
- 324: Attending church
- 335: Easy walk into town. Only use the car when loaded with shopping or to collect things
- 341: Dump for recycling
- 351: School run
- 353: Possible to the markets
- 372: Family visit
- 381: Free car parking - small friendly shops
- 385: Banking
- 392: Visiting family or working on allotments
- 397: Vets
- 429: Vets

- 438: Banking
- 439: Church
- 445: Collect my daughter from Wellesbourne
- 480: Child at school
- 503: Residents meetings
- 505: Resident
- 522: Go to the village hall - Studley resident
- 526: Daughters work
- 529: Visiting Family
- 537: Live there
- 556: Waste transfer station
- 557: Live there
- 572: School
- 578: Live there
- 590: Visit friends
- 595: Friends
- 604: Friend lives there
- 607: Visit family
- 611: Hair cut, pub, post office
- 643: Bank
- 650: Bank, Post office
- 655: Live there
- 658: Son lives there
- 659: Pick up grandson from school

Reasons for answering yes to "are there any factors that prevent or make it difficult for you to access local bus services?" or "do you consider yourself stuck for transport?"

35 comments

- 1: No ready knowledge of what buses are available i.e. time, destination bus stops
- 12: Have only one leg in a wheelchair
- 18: Bus stops too far away to carry even medium shopping. Weekly shop impossible
- 22: I can't walk far enough to reach the bus stop or train station. I can't carry the supermarket shopping or Farmers Market produce. It's too heavy for me
- 27: I have a baby (soon to be two babies) and can't face trying to lug pushchair up on the bus steps & onto bus so I walk into town or drive (or avoid going) if I am unwell
- 56: No public transport on this street and unable to walk to any bus stop
- 61: I have severe arthritis and find it impossible to climb the steps of a bus in order to travel
- 86: I live in Bishopton and travel to Warwick, there is no bus directly to Warwick. If I take a bus it will cost me £1.30 to travel into Stratford and then take a bus no 17, which will take me through all the villages and drop me off 1.30mins later in Warwick. I do in 30min in the car in rush hour.
- 119: Infrequency of service, I would be stuck if I didn't have a car
- 177: Not suitable for work timings
- 178: Buses do not go to the place where I work or study. There is no adequate public transport which I would use instead of using my car, which would get me to my destination in a timely fashion.
- 214: Live in Ullenhall, 3 miles to nearest public transport therefore car necessary
- 225: Live in Earlswood, travel to Stratford by bus - too long. Easier by train with train passes for greater West Midlands area!
- 237: I live approx.. 3 miles from nearest bus stop so used car to reach one
- 255: Not enough services
- 259: Walk with difficulty, bus stop a distance
- 260: I live in Tamworth in Arden. There is a limited bus service available to Solihull & Redditch but the times are not convenient
- 268: No bus service near my house
- 275: No bus service from Earlswood Lakes, bus pass given to me due the age is of no use, because I can not use it on the only transport available which is train service
- 276: Severely disabled husband
- 285: Buses are very infrequent
- 331: We live on a farm, the drive is half a mile from side road
- 339: No bus service
- 364: Am now unable to access public transport and only get out if taken by car
- 416: Transport is too infrequent to be of any use
- 445: I live in Ashorne & there is only one bus per day
- 509: Virtually no buses into village - unreliable service too expensive
- 511: I would like to use public transport if I go out in the evening for a drink - but it is not available from or to my village of Stockton at convenient times
- 520: Bus timetables do not include early services from Harbury to Southam etc. However they are fine if your direction is towards Leamington
- 564: Live in Langley - there is no public transport
- 590: A matter of bad health & car repairs
- 615: Disabled
- 622: I have two children & don't have a car during the week, if it's wet I would prefer to go by bus to town rather than walk. On the bus they don't lower or have much space to get a pushchair on. I'm often told I have to collapse the pushchair before getting on the bus. This is not practical with two children and bags.
- 631: Live in Tredington, bus service - Shipston & Stratford infrequent & very expensive for the distance. Work in Warwick & couldn't get there unless I drive
- 657: Bus only goes to one end of town, could do with it going to the other end of town to make it easier for school runs etc to bridge in order to walk in from Bridgetown area

Other reasons for using the SDC website to access information about any of the following leisure services.

27 comments

- 13: To estimate cost of service in increasing council tax 'Private Club' only used by 2% of population paid by all tax payers
- 24: Recycling, employment, walks, general interest
- 32: Not on internet, this is gradually isolating from inclusion of information
- 36: Library
- 56: Have no access to website
- 65: No computer
- 72: No computer
- 84: No access to computer
- 88: Dancing venues
- 97: I have no computer
- 188: Children's toddler groups/activities
- 211: Badminton club
- 213: Don't have a computer
- 264: No computer
- 280: Don't own a computer
- 282: No internet
- 287: Waste disposal
- 300: Do not use a computer
- 349: Drama websites and information
- 358: Planning applications
- 372: Library services
- 373: Hotels/restaurants, cinema
- 438: Dancing Civic Hall Stratford & Grange Hall Southam
- 446: Local walks, outdoor activities
- 503: Boating, council business
- 599: Planning issues
- 627: Planning