



CITIZENS' PANEL RESULTS

AUTUMN 2006

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Stratford-on-Avon District Council Citizens' Panel - Autumn 2006 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 2006 Panel survey.

2. Methodology

1,403 questionnaires were mailed to the Citizens' Panel in November 2006, with 695 returned in the timeframe allowed. 32 questionnaires were returned not completed for various reasons. This represents a response rate of 50.7%.

Stratford-on-Avon District Council

3. Summary of Results

3.1 Digital Challenge

- Residents were asked which forms of electronic communication they have access to. All but 3% of the sample had a home telephone or television. 57% had a broadband internet connection.
- Respondents prefer to use for communication their home telephone (75%), a broadband internet connection (58%) and face to face contact (51%).
- Two thirds of residents use their home telephone to find out information in general, with 53% using their broadband internet connection and exactly half using television.
- Asked where they obtained information about the public and voluntary sector, exactly two-thirds of respondents said local newspapers, just under two-thirds said talking to friends and relatives, and four out of ten answered various websites.
- 83% of those surveyed have researched something online, three-quarters have shopped online and 72% have booked a holiday online. Other includes 4 mentions each for TV licences, surgery bookings and income tax.
- Asked whether they were planning to have digital TV by 2011, 57% of residents said they already had digital television, 33% said yes they were planning to, 3% said no and 7% answered don't know.
- Asked whether they were happy to have one user identity to access public services electronically, 57% of respondents said yes, 21% said no and 23% said don't know.
- Asked about the level of happiness about sharing personal information with the public/voluntary sectors to allow information to be sent about their services, 9% were very happy about it, 47% quite happy and 45% not happy at all.
- Residents were asked what the public sector should provide in respect of extra online services, almost eight out of ten (78%) require real time information for bus/train, 67% the booking of repeat prescriptions online and 54% would like to book repeat medical appointments online.

3.2 Local Area Agreement

- For the Children and Young People block, to help reduce the number of young people who live with the effects of domestic violence has the highest amount of respondents thinking it is very important or important (94%), closely followed by reduce the number of school leavers who are not in education, employment or training.
- For Safer Communities, to build respect in communities and reduce anti-social behaviour has the highest amount of respondents thinking this is very important or important (98%), followed by "to reduce overall crime figures" (97%).
- For Stronger Communities, to empower local people to have greater choice and influence over local decision making and a greater role in public service delivery (85%), and to "reduce the number of people in fuel poverty, and increase the energy efficiency of housing occupied by these groups" (85%), both have the highest amount of respondents thinking these objectives are important in some way.
- For Healthier Communities, to increase the dignity, independence and quality of life for older people has the highest amount of respondents thinking this is very important or important (97%), followed by to improve health and reduce health inequalities (93%).

- For the Economic Development block, to increase the number of adults with the skills and qualifications needed to be an effective member of the Warwickshire workforce (88%) has the highest amount of respondents thinking this is very important or important, closely followed by “to improve employment opportunities and support especially for the most economically disadvantaged” (86%).
- For Climate Change and Sustainability block, to improve the quality of the built environment – for example: dealing with litter, cleanliness, abandoned vehicles and fly tipping (97%) is the most important objective for residents, followed by the reduction in the amount of waste generated and increase recycling (92%).

3.3 Smoking

- 15% of respondents have regular smokers in their home.
- Asked where they smoke in the house, 43% smoke in outside areas only, just over a quarter (26%) smoke only in living areas, 16% smoke only in rooms away from the children and 7% smoke in other areas, i.e. bedroom, kitchen.
- 44% of smokers said it was likely that they would have a smoke free home within the next twelve months.
- Two-thirds of respondents who are ready to stop smoking now would go to their GP for help.

3.4 Healthy Eating

- Asked how many portions of fruit and vegetables were eaten by respondents yesterday, 22% had four portions, 21% had five and 18% three. Just 2% claimed to have had none.
- Respondents were asked whether they felt overweight, underweight or the correct weight. 7% said they felt very overweight; exactly a half slightly overweight; 37% the correct weight for their height; and 5% slightly underweight.
- Two-thirds of residents do not want any help to eat healthily and control their weight, just under a fifth wish to receive help to become more active, and 13% require individualised dietary help.

3.5 Safer Neighbourhoods

- Of those surveyed, 15% know how to contact their local Safer Neighbourhood Team; one in ten know their local Safer Neighbourhood Police or Community Support Officer by sight or name; 13% think the Team is tackling things that matter to the community and 11% have confidence in the Safer Neighbourhood Team.

3.6 Renewable Energy

- Asked if residents were considering installing renewable energy in their home, 7% indicated definitely; 27% said possibly; 18% said possibly not; 26% definitely not; and 23% were not sure if they would.
- Asked if they thought it acceptable for a neighbour to install a wind turbine on their roof; one in five said definitely; three out of ten possibly; 16% possibly not; 19% definitely not; and 14% not sure.
- Asked which energy saving measures they have in their home, 84% of respondents have double glazing, three-quarters have energy saving light bulbs and seven out of ten have improved roof insulation. 3% have solar panels in the District.

4.0 Results in Detail

4.1 Digital Challenge

Stratford-on-Avon is through to the final stage of the Digital Challenge Competition. This is a government-run competition to promote the development of e-enabled local public services. Stratford's Vision is to promote social inclusion by bringing multi-agency services, learning opportunities and entertainment to the fingertips of those living in or wanting to visit the District. The prize is £7million pounds. If Stratford on Avon's bid is successful, this will help to improve community cohesion by creating a Digital Community where traditional barriers no longer apply. The 'Digital Community' will deliver real advantages for residents to interact with health, voluntary and Local Authority services. It will also enable access to learning opportunities and entertainment for those who wish to participate.

Residents were asked which forms of electronic communication they have access to. All but 3% of the sample had a home telephone or television. 57% had a broadband internet connection.

Table 1: Which of the following forms of electronic communication do you currently have access to?

	Nos.	%
Home telephone	672	96.7
Television	672	96.7
Mobile telephone	611	87.9
Broadband internet connection	397	57.1
Interactive services via digital TV	259	37.3
Dial-up internet connection	165	23.7

Respondents prefer to use for communication their home telephone (75%), a broadband internet connection (58%) and face to face contact (51%).

Asked what face to face contact they would prefer, 86 people (68%) said with their G.P., 48 people (36%) said their local authority and 19 residents (14%) said financial services.

Table 2: What are the top three forms of communication that you would prefer to use (regardless of current accessibility)?

	Nos.	%
Home telephone	522	75.3
Broadband internet connection	403	58.2
Face to face contact (e.g. Council Offices, GP Surgery, etc)	356	51.4
Mobile telephone	231	33.3
Word of mouth	209	30.2
Television	183	26.4
Interactive services via digital TV (e.g. Sky, Cable)	69	10.0
Dial-up internet connection	52	7.5

Two thirds of residents use their home telephone to find out information in general, with 53% using their broadband internet connection and exactly half using television.

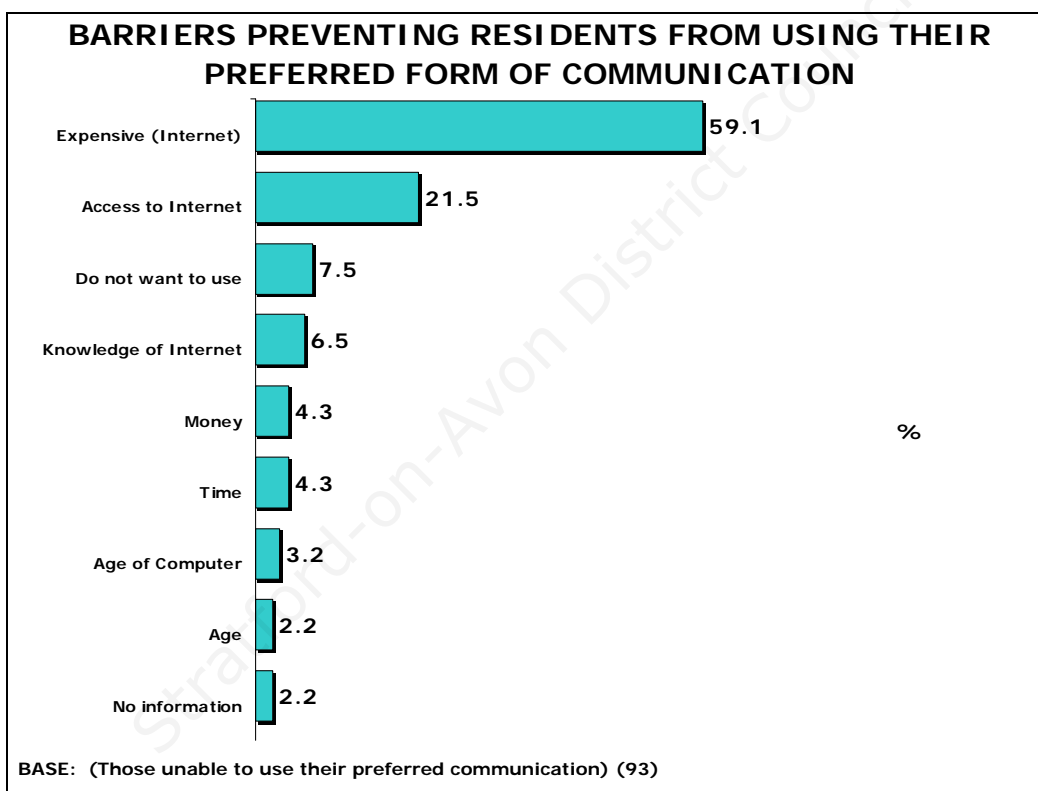
Asked what face to face contact they use to find out information in general, 61 residents (55%) said with their G.P, 34 people (38%) said their local authority and 11 residents (10%) said the Library.

Table 3: Which of the following methods do you use to find out information in general?

	Nos.	%
Home telephone	462	67.2
Broadband internet connection	366	53.2
Television	338	49.1
Word of mouth	322	46.8
Face to face contact (e.g. Council Offices, GP Surgery, etc)	222	32.3
Mobile telephone	133	19.3
Dial-up internet connection	109	15.8
Interactive services via digital TV (e.g. Sky, Cable)	50	7.3

Those who were unable to use their preferred form of communication, cited expense and access to the Internet as the two main barriers.

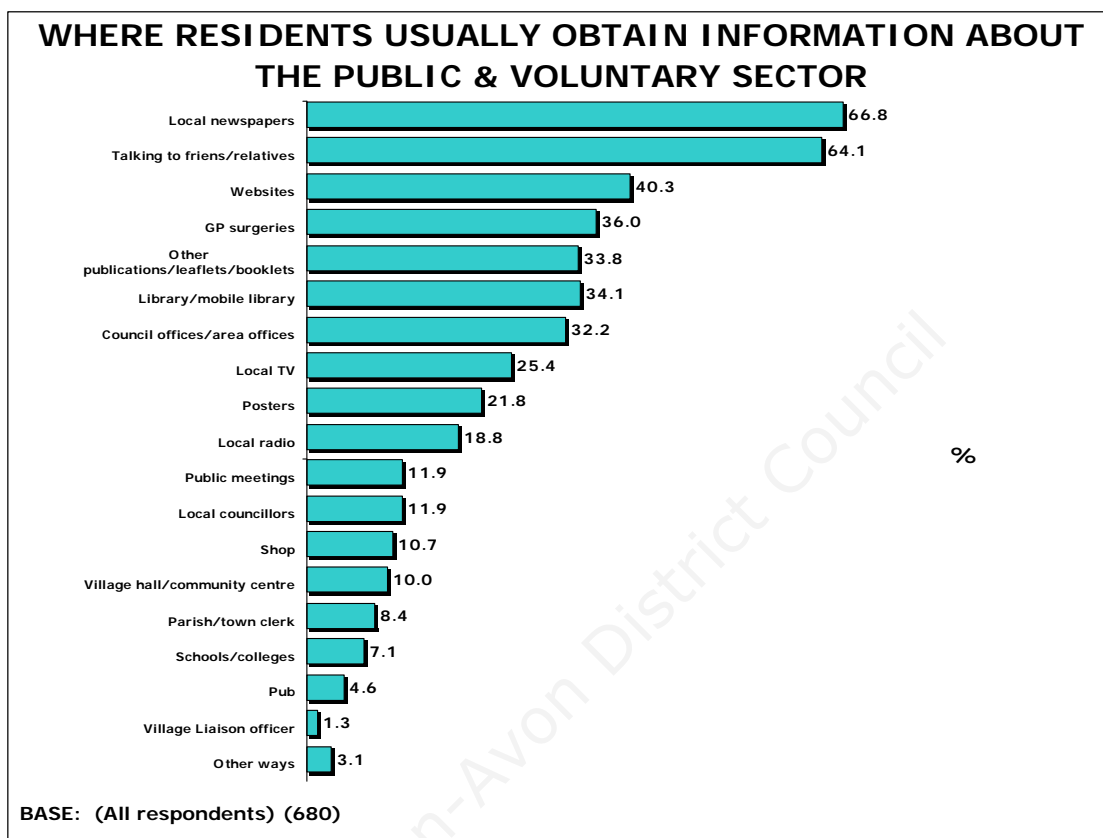
Chart 1:



Asked where they obtained information about the public and voluntary sector, exactly two-thirds of respondents said local newspapers, just under two-thirds said talking to friends and relatives, and four out of ten answered various websites.

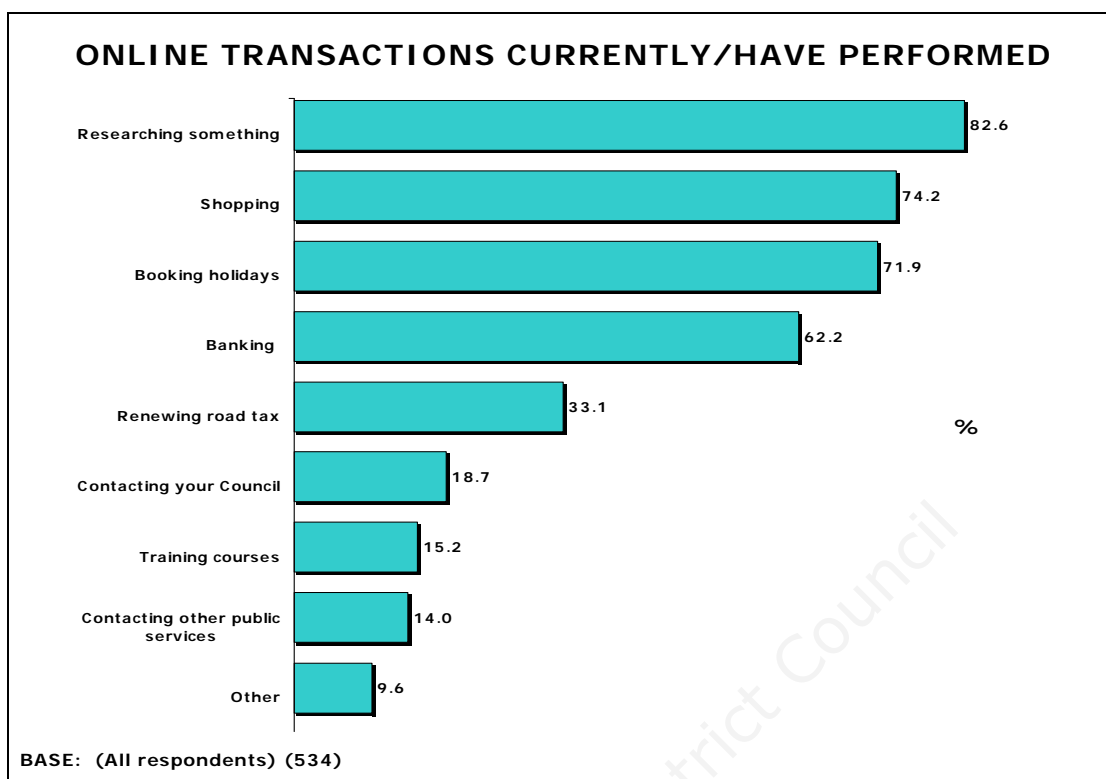
Other ways included work (4 mentions), Churches (4 mentions) and Age Concern (3 mentions).

Chart 2:



83% of those surveyed have researched something online, three-quarters have shopped online and 72% have booked a holiday online. Other includes 4 mentions each for TV licences, surgery bookings and income tax.

Chart 3:



The main service residents had difficulty in accessing were those of local councils.

Table 4: What, if any, services do you feel you have difficulty obtaining / accessing?

(Mentions 6 or more)	Nos.	%
Local Council	17	17.2
Internet	13	13.1
Police	12	12.8
Dr. appointments/surgery	10	10.6
Utilities/B.T	9	9.1
Environmental offices	7	7.1
N.H.S	6	6.1
Social Services	6	6.1

A quarter of respondents felt services were difficult to gain access to because it was not easy to speak to the right person.

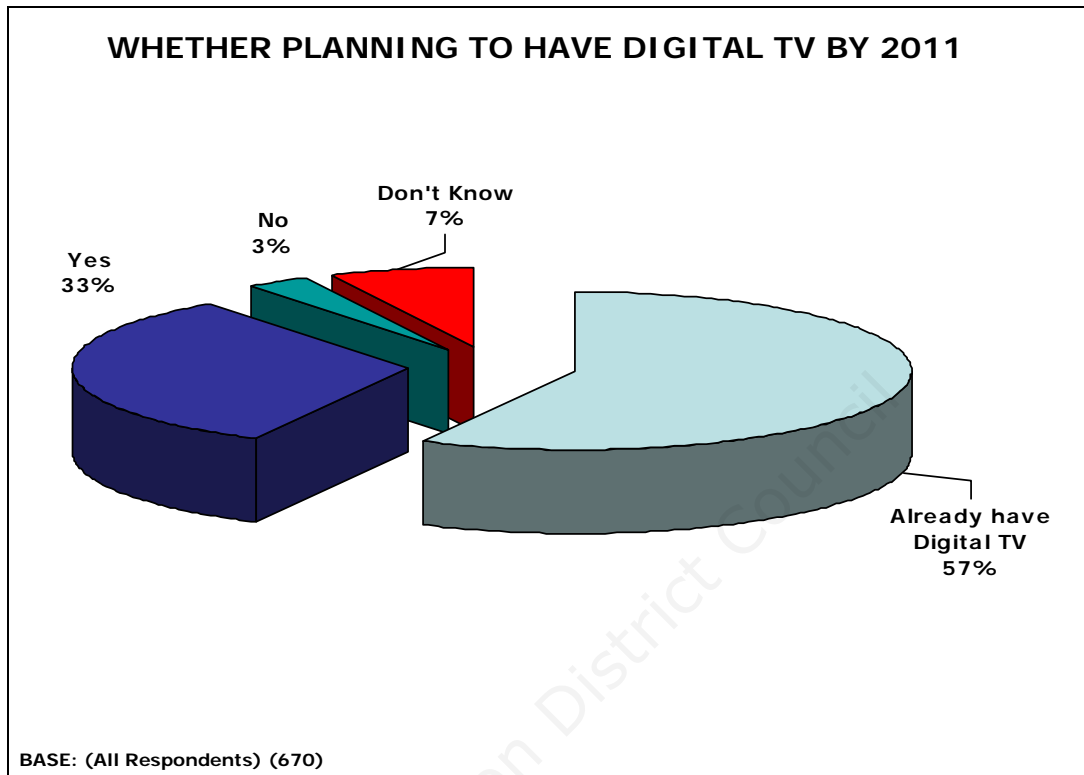
Table 5: Why are these services difficult to gain access to?

(Mentions 6 or more)	Nos.	%
Not easy to speak to right person	25	24.5
Not available	16	15.7
Too slow	14	13.7
Lack of information/incorrect information	9	8.8
Staff not trained	6	5.9

Asked whether they were planning to have digital TV by 2011, 57% of residents said they already had digital television, 33% said yes they were planning to, 3% said no and 7% answered don't know.

Asked why they answered no or don't know, 17 residents (30%) responded "look at prices", 10 respondents (18%) said "will see in 2011" and 10 people (18%) claimed they did not know anything about it.

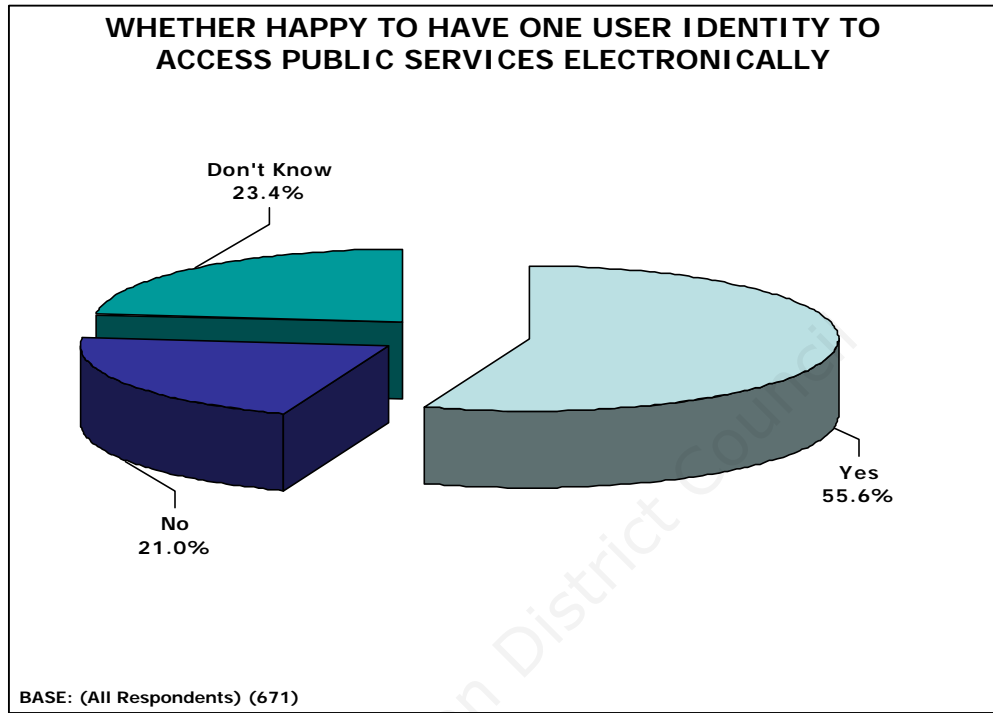
Chart 4:



Asked whether they were happy to have one user identity to access public services electronically, 57% of respondents said yes, 21% said no and 23% said don't know.

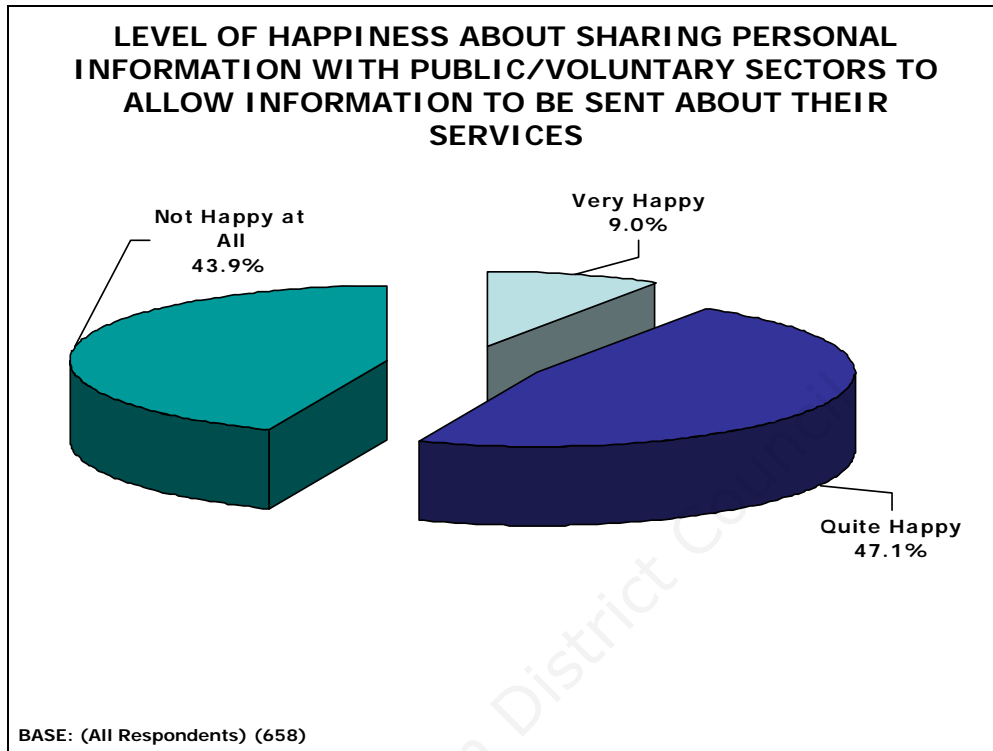
Those who answered no were asked why they answered that way. Exactly two-thirds stated security breaches and fraud as the main reason, followed by one in ten needing choice and 7% preferring to talk / face to face.

Chart 5:



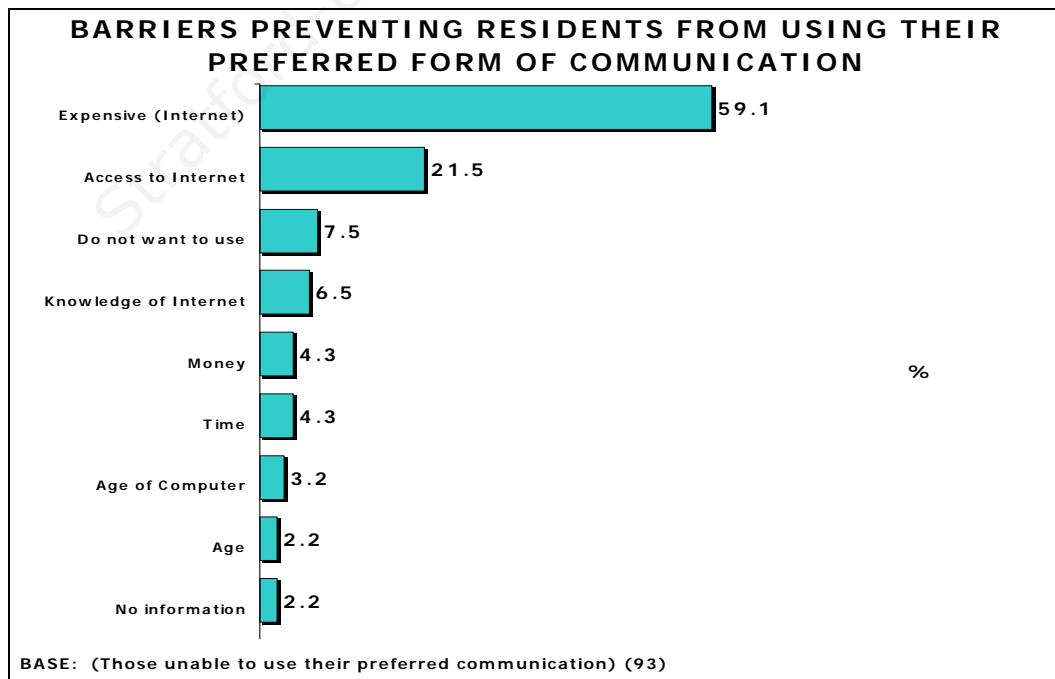
Asked about the level of happiness about sharing personal information with the public/voluntary sectors to allow information to be sent about their services, 9% were very happy about it, 47% quite happy and 45% not happy at all.

Chart 6:



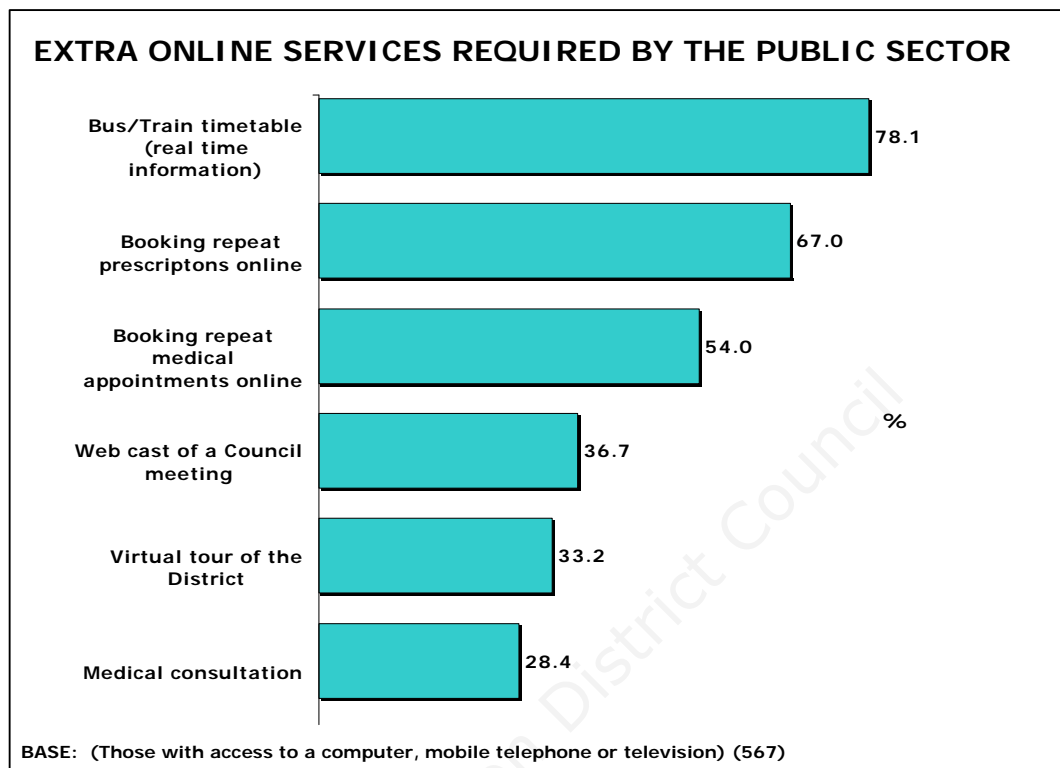
The two main barriers preventing residents from using their preferred form of communication were the expense of having the Internet and access issues.

Chart 7:



Residents were asked what the public sector should provide in respect of extra online services, almost eight out of ten (78%) require real time information for bus/train, 67% the booking of repeat prescriptions online and 54% would like to book repeat medical appointments online.

Chart 8:



The public were asked to comment on what difference it would make to them if SDC were successful in their bid. 22% cited it would make very little difference, 19% said it gave easier access and 12% felt it would save time and less queuing.

Table 6: The difference it will make if Stratford-on-Avon District Council is successful in winning their bid.

(Mentions 4% or more)	Nos.	%
Very little	97	22.4
Easier access	83	19.1
Saves time/no queuing/travelling into town/on phone	52	12.0
Not sure	44	10.1
Nothing	43	9.9
Convenience/access at times to suit me	38	8.8
More services on-line	31	7.1
Encourage me to use services/more	19	4.4

4.2 Local Area Agreement

The Local Area Agreement (LAA) is a contract between central government and local areas to deliver the priorities of local people. The LAA involves all partners agreeing to work together to find better solutions to local issues. The LAA is not a Warwickshire County Council initiative but is something that is shared by all of the partners in the public sector in Warwickshire. LAAs operate over a three-year time scale and involve negotiations with the Regional Government Office acting on behalf of government as a whole. The LAA provides localities with a real opportunity to agree on outcomes and to pool resources whether these are derived locally, regionally or from central government. Over the past few months the Councils in Warwickshire and many other organisations have been working together to try to identify some key issues in Warwickshire which can only properly be sorted out through them working together more effectively than they have done previously.

These issues have been arranged under six themes:

- Children and Young People
- Safer Communities
- Stronger Communities
- Healthier Communities and Older People
- Economic Development and Enterprise
- Climate Change and Sustainability

In the questionnaire, the objectives arrived at for each of the themes were included and residents were asked to go through each objective and indicate how important they were to them.

4.2.1 Children and Young People

To help reduce the number of young people who live with the effects of domestic violence has the highest amount of respondents thinking it is very important or important (94%), closely followed by reduce the number of school leavers who are not in education, employment or training.

Table 7: The extent felt that each of our objectives is important in Warwickshire.

OBJECTIVE	BASE	Very Important	Important	Neither Important nor Not Important	Not Important	Not at all Important
Help reduce the number of young people who live with the effects of domestic violence	685	67.0%	27.3%	5.3%	0.3%	0.1%
Reduce the number of school leavers who are not in education, employment or training	684	55.8%	38.2%	4.7%	1.0%	0.3%
Reduce the number of unplanned/unwanted pregnancies among those under 18 years	685	63.6%	28.2%	6.0%	1.3%	0.9%
Help young people access information about the effects of alcohol and, in serious cases, provide specialist treatment and services	685	53.0%	37.2%	8.2%	1.3%	0.3%
Increase the number of schools promoting healthy lifestyles	686	51.3%	38.5%	8.9%	0.9%	0.4%
Improve opportunities for young people to enjoy constructive activities outside of school hours and in school holidays	685	48.6%	40.4%	8.3%	1.6%	1.0%
Reduce obesity levels in school age children	682	50.4%	37.1%	10.6%	1.5%	0.4%
Enhance young people's perception of safety in the community	683	40.4%	46.6%	11.0%	1.9%	0.1%
Develop the educational achievements of Young People in Warwickshire with particular attention to those who have difficulty in achieving good results	680	35.1%	51.2%	10.9%	2.4%	0.4%
Provide a countywide network of professionals who specialize in providing support to parents, children and families facing difficulties	680	30.3%	46.3%	15.6%	6.2%	1.6%
Increase the participation of children, young people and families in influencing the development and evaluation of services	678	24.2%	50.3%	19.5%	4.6%	1.5%
Reduce the number of fixed term and permanent exclusions from schools in Warwickshire	665	18.5%	40.8%	26.8%	10.4%	3.6%

To reduce the number of school leavers who are not in education, employment or training is the most important objective for residents (22%), followed by “reduce the number of unplanned/unwanted pregnancies among those under 18 years” (19%).

Table 8: Most Important Objective

OBJECTIVE	%
Reduce the number of school leavers who are not in education, employment or training	21.6
Reduce the number of unplanned/unwanted pregnancies among those under 18 years	19.3
Help reduce the number of young people who live with the effects of domestic violence	16.0
Improve opportunities for young people to enjoy constructive activities outside of school hours and in school holidays	11.5
Provide a countywide network of professionals who specialize in providing support to parents, children and families facing difficulties	8.1
Develop the educational achievements of Young People in Warwickshire with particular attention to those who have difficulty in achieving good results	6.7
Help young people access information about the effects of alcohol and, in serious cases, provide specialist treatment and services	6.3
Reduce obesity levels in school age children	4.9
Increase the number of schools promoting healthy lifestyles	4.6
Increase the participation of children, young people and families in influencing the development and evaluation of services	3.4
Enhance young people’s perception of safety in the community	3.0
Reduce the number of fixed term and permanent exclusions from schools in Warwickshire	0.9
BASE	<i>(670)</i>

Other objectives which the public think local authorities should be addressing are: Respect: themselves/others/the community (17%); Crime/ASB/vandalism (10%); Drug abuse/awareness (10%); and Educate the Parents (9%).

4.2.2 Safer Communities

To build respect in communities and reduce anti-social behaviour has the highest amount of respondents thinking this is very important or important (98%), followed by "to reduce overall crime figures" (97%).

Table 9: The extent felt that each of our objectives is important in Warwickshire.

OBJECTIVE	BASE	Very Important	Important	Neither Important nor Not Important	Not Important	Not at all Important
Build respect in communities and reduce anti-social behaviour	685	75.9%	22.5%	1.3%	0.3%	0.0%
Reduce overall crime figures	688	68.9%	28.5%	2.5%	0.0%	0.1%
Reduce the proportion of offenders who re-offend	686	59.0%	34.7%	5.1%	0.7%	0.4%
Reduce the harm caused by illegal drugs and reduce the perceptions of local drug dealing and drug use as a problem	674	65.4%	27.4%	5.2%	1.3%	0.6%
Reduce road casualties	680	48.7%	40.1%	9.1%	1.6%	0.4%
Reassure the public and reduce fear of crime	683	45.5%	40.0%	10.2%	3.8%	0.4%
Increase domestic fire safety and reduce arson	684	30.0%	54.7%	12.9%	1.8%	0.7%

To build respect in communities and reduce anti-social behaviour is the most important objective to the public (40%), followed by reduce overall crime figures (25%).

Table 10: Most Important Objective

OBJECTIVE	%
Build respect in communities and reduce anti-social behaviour	40.3
Reduce overall crime figures	24.6
Reduce the harm caused by illegal drugs and reduce the perceptions of local drug dealing and drug use as a problem	18.6
Reassure the public and reduce fear of crime	7.8
Reduce the proportion of offenders who re-offend	7.1
Reduce road casualties	5.5
Increase domestic fire safety and reduce arson	0.9
BASE	<i>(678)</i>

Other objectives which the public think local authorities should be addressing are: More police presence/on foot/with powers/better response (40%) and increase penalties/tougher sentences (13%).

4.2.3 Stronger Communities

To empower local people to have greater choice and influence over local decision making and a greater role in public service delivery (85%), and to “reduce the number of people in fuel poverty, and increase the energy efficiency of housing occupied by these groups” (85%), both have the highest amount of respondents thinking these objectives are important in some way.

Table 11: The extent felt that each of our objectives is important in Warwickshire.

OBJECTIVE	BASE	Very Important	Important	Neither Important nor Not Important	Not Important	Not at all Important
Empower local people to have greater choice and influence over local decision making and a greater role in public service delivery	683	40.4%	44.9%	11.6%	2.8%	0.3%
Reduce the number of people in fuel poverty, and increase the energy efficiency of housing occupied by these groups	685	33.4%	51.7%	12.8%	1.8%	0.3%
Improve the quality of life for the most disadvantaged people and neighbourhoods	683	32.1%	52.3%	13.0%	2.2%	0.4%
Increase the availability of affordable, appropriate and decent housing	686	40.4%	42.0%	13.0%	3.2%	1.5%
Increase community cohesion and inclusion	676	26.5%	49.9%	20.1%	2.4%	1.2%
Increase the number of people who engage in volunteering	683	22.0%	48.3%	25.5%	3.5%	0.7%

“To empower local people to have greater choice and influence over local decision making and a greater role in public service delivery” is the most important objective for a third of residents, followed by “to increase the availability of affordable, appropriate and decent housing” (29%).

Table 12: Most Important Objective

OBJECTIVE	%
Empower local people to have greater choice and influence over local decision making and a greater role in public service delivery	33.6
Increase the availability of affordable, appropriate and decent housing	28.7
Improve the quality of life for the most disadvantaged people and neighbourhoods	13.1
Reduce the number of people in fuel poverty, and increase the energy efficiency of housing occupied by these groups	11.0
Increase community cohesion and inclusion	10.6
Increase the number of people who engage in volunteering	5.7
BASE	<i>(672)</i>

Other objectives which the public think local authorities should be addressing are: Clubs/societies/community centres/groups (13%) and include community facilities/infrastructure when building new houses (5%).

4.2.4 Healthier Communities

To Increase the dignity, independence and quality of life for older people has the highest amount of respondents thinking this is very important or important (97%), followed by to improve health and reduce health inequalities (93%).

Table 13: The extent felt that each of our objectives is important in Warwickshire.

OBJECTIVE	BASE	Very Important	Important	Neither Important nor Not Important	Not Important	Not at all Important
Increase the dignity, independence and quality of life for older people	689	61.5%	35.6%	2.8%	0.1%	0.0%
Improve health and reduce health inequalities	680	41.6%	51.6%	5.7%	0.7%	0.3%
Reduce inequalities in accessing services and opportunities caused by transport issues	685	35.9%	50.4%	12.0%	1.3%	0.4%
Encourage and promote healthy lifestyles	684	33.3%	52.3%	12.0%	1.3%	1.0%
Further support to vulnerable people with housing needs	682	27.0%	56.6%	14.5%	1.5%	0.4%
Tackling poverty	677	28.7%	53.0%	14.6%	2.7%	1.0%

To increase the dignity, independence and quality of life for older people is the most important objective (47%), followed by "to improve health and reduce health inequalities" (19%).

Table 14: Most Important Objective

OBJECTIVE	%
Increase the dignity, independence and quality of life for older people	46.9
Improve health and reduce health inequalities	19.2
Encourage and promote healthy lifestyles	12.4
Tackling poverty	10.6
Reduce inequalities in accessing services and opportunities caused by transport issues	8.9
Further support to vulnerable people with housing needs	5.8
BASE	<i>(671)</i>

Other objectives which the public think local authorities should be addressing are: Bring back local medical/health services (13%); regular home visits for elderly (11%); make people more aware of the services available (8%); and focus on the elderly (8%).

4.2.5 Economic Development and Enterprise

To increase the number of adults with the skills and qualifications needed to be an effective member of the Warwickshire workforce (88%) has the highest amount of respondents thinking this is very important or important, closely followed by "to improve employment opportunities and support especially for the most economically disadvantaged" (86%).

Table 15: The extent felt that each of our objectives is important in Warwickshire.

OBJECTIVE	BASE	Very Important	Important	Neither Important nor Not Important	Not Important	Not at all Important
Increase the number of adults with the skills and qualifications needed to be an effective member of the Warwickshire workforce	682	35.7%	52.3%	9.9%	1.6%	0.4%
Improve employment opportunities and support especially for the most economically disadvantaged	683	36.5%	49.3%	11.9%	1.5%	0.9%
Increase the vitality and viability of Warwickshire's town centres and market towns	686	34.0%	48.9%	14.3%	1.6%	1.2%
Achieve sustainable growth of Warwickshire's businesses through increased entrepreneurship and innovation	682	24.9%	57.9%	14.4%	2.2%	0.6%

To increase the vitality and viability of Warwickshire's town centres and market towns (29%) is the most important objective for the public, followed by to increase the number of adults with the skills and qualifications needed to be an effective member of the Warwickshire workforce (27%).

Table 16: Most Important Objective

OBJECTIVE	%
Increase the vitality and viability of Warwickshire's town centres and market towns	29.4
Increase the number of adults with the skills and qualifications needed to be an effective member of the Warwickshire workforce	27.6
Improve employment opportunities and support especially for the most economically disadvantaged	26.4
Achieve sustainable growth of Warwickshire's businesses through increased entrepreneurship and innovation	18.2
BASE	<i>(660)</i>

Other objectives which the public think local authorities should be addressing in respect of economic development are: more start up/local/small businesses (19%); lower rates/taxes/provide incentives (13%) and more opportunities/encouragement for everyone (8%).

4.2.6 Climate Change and Sustainability

To improve the quality of the built environment – for example: dealing with litter, cleanliness, abandoned vehicles and fly tipping (97%) is the most important objective for residents, followed by the reduction in the amount of waste generated and increase recycling (92%).

Table 17: The extent felt that each of our objectives is important in Warwickshire.

OBJECTIVE	BASE	Very Important	Important	Neither Important nor Not Important	Not Important	Not at all Important
Improve the quality of the built environment – for example: dealing with litter, cleanliness, abandoned vehicles and fly tipping	681	53.3%	44.1%	2.3%	0.3%	0.0%
Reduce the amount of waste generated and increase recycling	686	54.2%	37.9%	7.0%	0.3%	0.6%
Make more use of derelict and neglected (brownfield) land	681	43.6%	44.1%	10.3%	1.6%	0.4%
Increase the generation and use of renewable energy	682	41.1%	46.5%	9.5%	2.3%	0.6%
Improve the quality of all local parks, nature reserves and neighbourhoods and increase levels of woodland planting to protect existing wildlife and encourage new habitats	682	42.4%	45.0%	10.3%	1.9%	0.4%
Reduce greenhouse emissions and increase energy efficiency in buildings	684	39.8%	46.9%	11.1%	1.6%	0.6%
Reduce the rate of increase in transport related carbon and greenhouse gas emissions	682	36.1%	45.9%	13.8%	3.4%	0.9%
Improve the disability access in town centres	681	26.6%	52.3%	17.8%	3.1%	0.3%
Reduce flooding in Warwickshire	683	30.3%	47.7%	18.6%	2.8%	0.6%
Encourage alternatives to private car use	681	32.2%	38.5%	20.7%	5.9%	2.8%
Improve the number of properties with inbuilt rainwater recycling facilities	680	22.1%	44.1%	27.5%	5.4%	0.9%

To improve the quality of the built environment – for example: dealing with litter, cleanliness, abandoned vehicles and fly tipping is the most important objective (24%); followed by to reduce the amount of waste generated and increase recycling (21%).

Table 18: Most Important Objective

OBJECTIVE	%
Improve the quality of the built environment – for example: dealing with litter, cleanliness, abandoned vehicles and fly tipping	24.4
Reduce the amount of waste generated and increase recycling	21.4
Make more use of derelict and neglected (brownfield) land	14.5
Improve the quality of all local parks, nature reserves and neighbourhoods and increase levels of woodland planting to protect existing wildlife and encourage new habitats	9.2
Reduce greenhouse emissions and increase energy efficiency in buildings	8.6
Increase the generation and use of renewable energy	6.6
Encourage alternatives to private car use	5.9
Improve the disability access in town centres	4.8
Reduce flooding in Warwickshire	4.8
Reduce the rate of increase in transport related carbon and greenhouse gas emissions	3.6
Improve the number of properties with inbuilt rainwater recycling facilities	0.9
BASE	<i>(664)</i>

Other objectives which the public think local authorities should be addressing are: increase recycling range – include plastics (12%); solar panels for houses (9%); and more public transport (9%).

4.2.7 Comparison of Themes

Healthier Communities and Older People is the most important theme to residents with a very important/important score of 95.3%, closely followed by Safer Communities (94.6%).

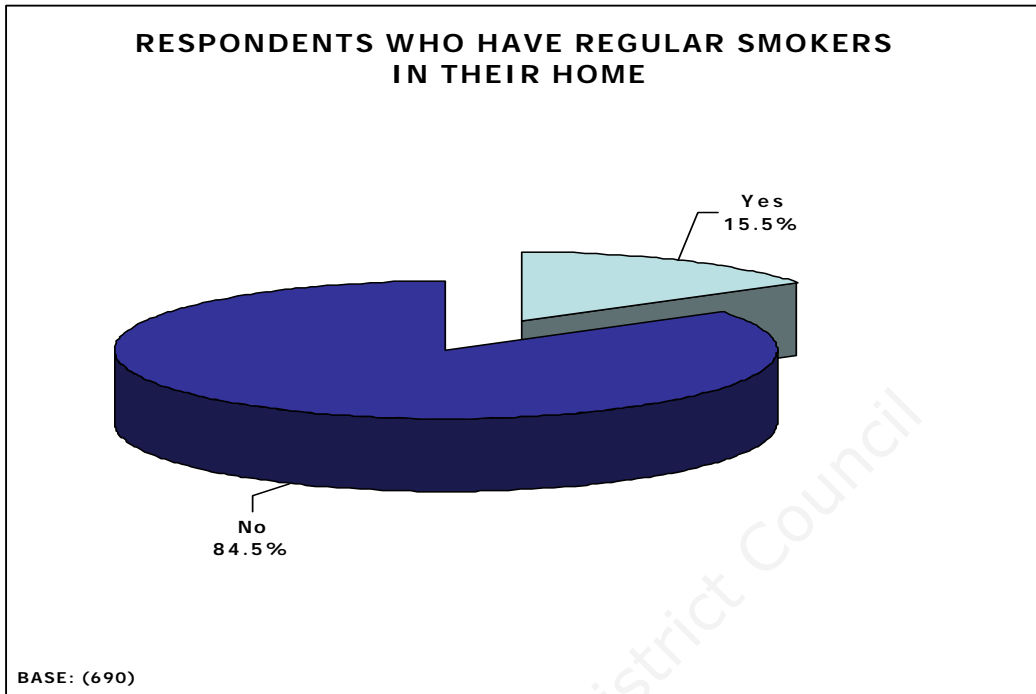
Table 19: Importance of each of the above themes

OBJECTIVE	BASE	Very Important	Important	Neither Important nor Not Important	Not Important	Not at all Important
Healthier Communities and Older People	677	50.2%	45.1%	3.8%	0.7%	0.1%
Safer Communities	678	58.3%	36.3%	5.0%	0.3%	0.1%
Children and Young People	671	44.7%	48.3%	6.1%	0.7%	0.1%
Stronger Communities	668	28.0%	57.3%	12.6%	1.6%	0.4%
Economic Development and Enterprise	675	30.4%	53.2%	14.8%	1.5%	0.1%
Climate Change and Sustainability	675	40.9%	42.7%	12.7%	2.8%	0.9%

4.3 Smoking

16% of respondents have regular smokers in their home.

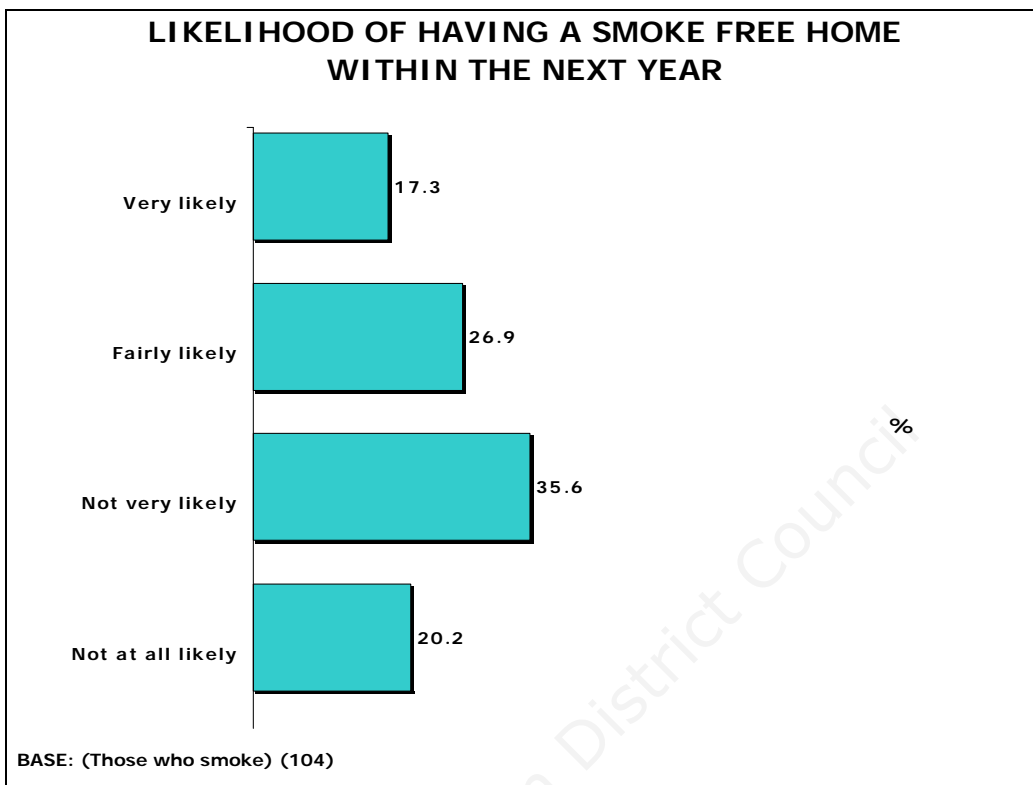
Chart 9:



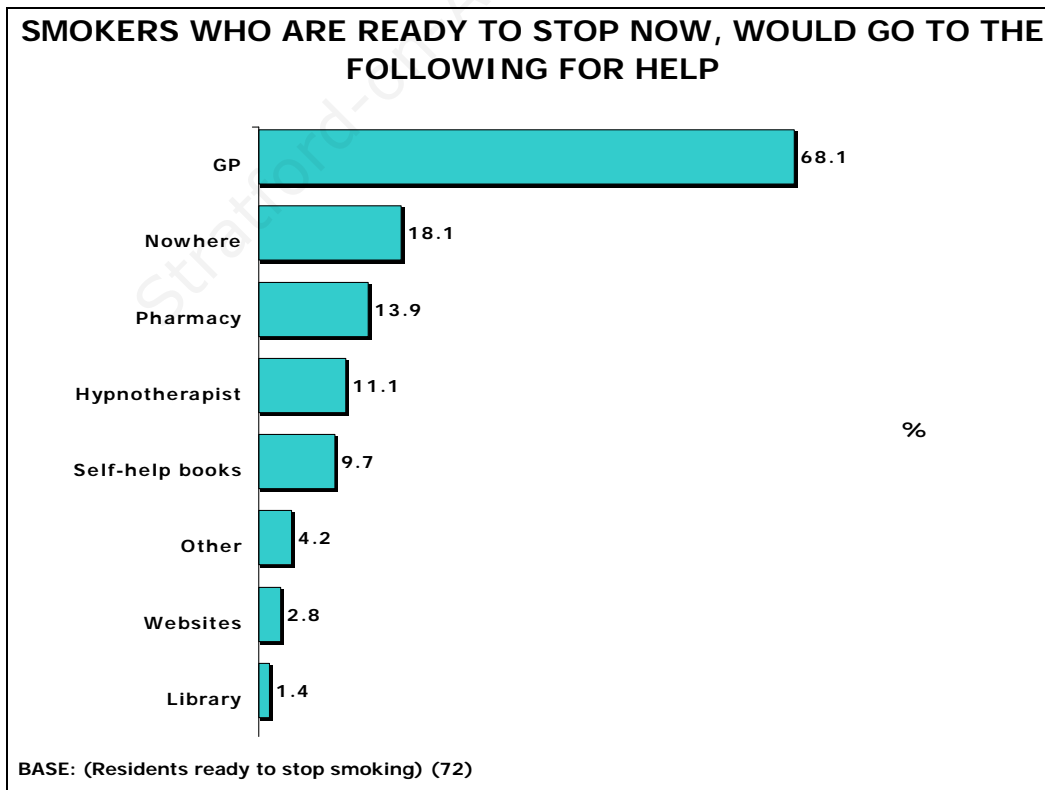
Asked where they smoke in the house, 43% smoke in outside areas only, just over a quarter (26%) smoke only in living areas, 16% smoke only in rooms away from the children and 7% smoke in other areas, i.e. bedroom, kitchen.

44% of smokers said it was likely that they would have a smoke free home within the next twelve months.

Chart 10:

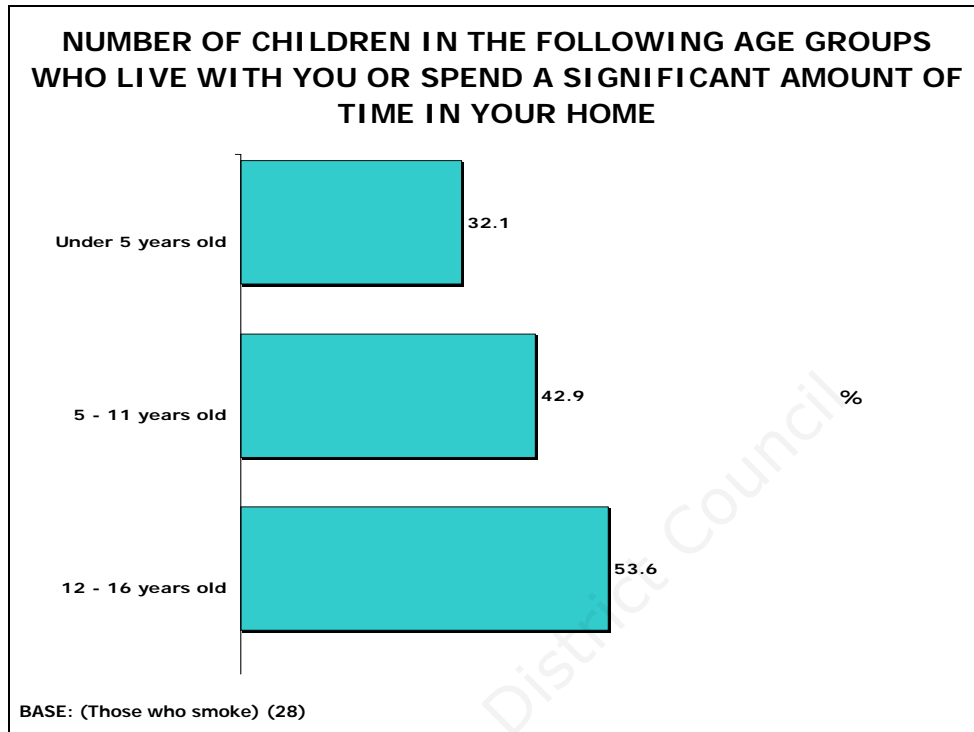


Two-thirds of respondents who are ready to stop smoking now would go to their GP for help.



Of those who smoke, a third have children under 5 years old who live with them or spend a significant amount of time in their home, 43% have 5-11 years olds and a further fifth have 12 to 16 year olds.

Chart 11:

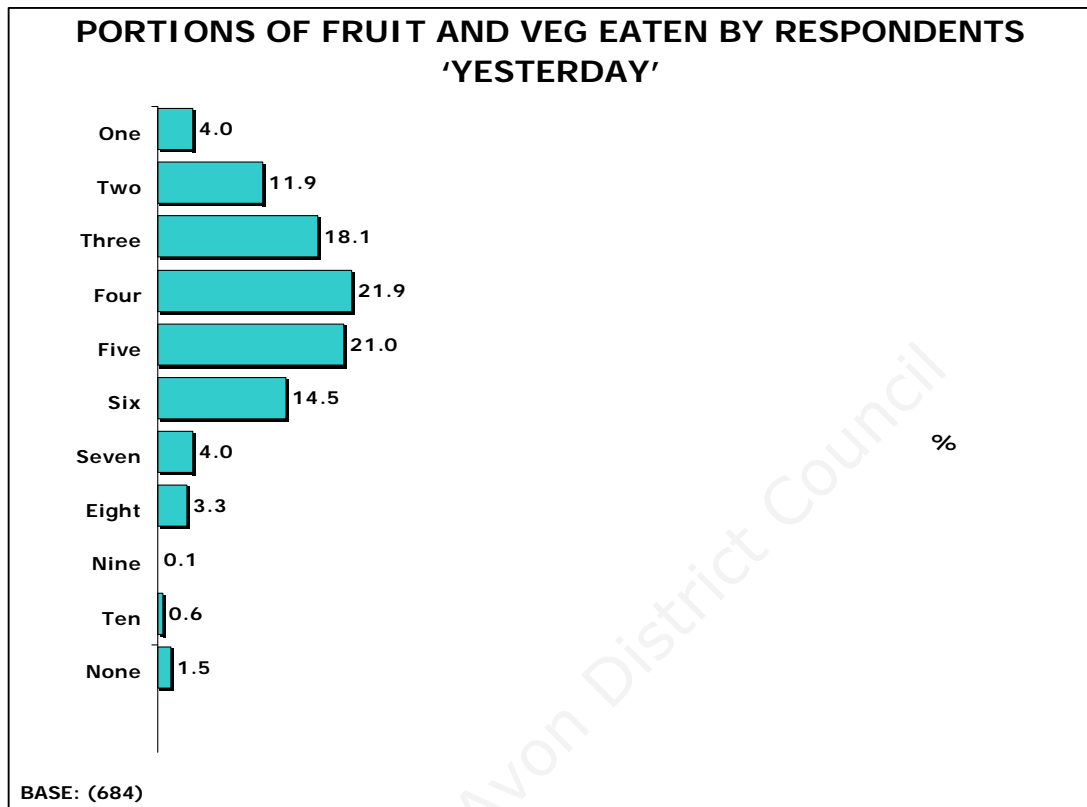


64% of smokers are aware of the Warwickshire NHS Stop Smoking Service, which provides free support for smokers who want to quit including nicotine replacement therapy on prescription.

4.4 Healthy Eating

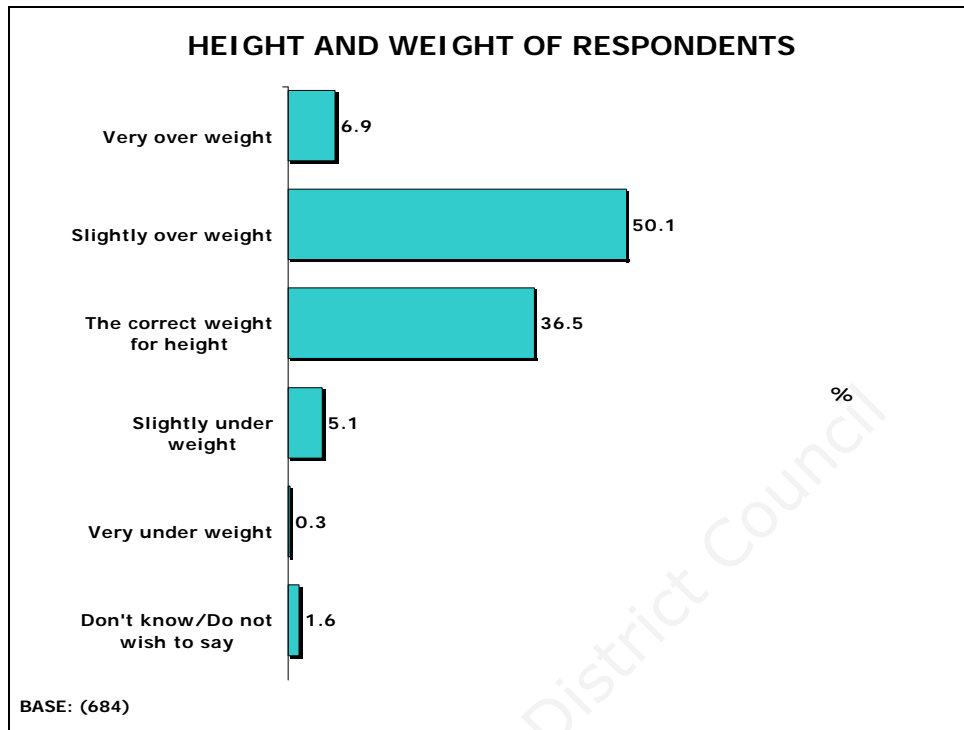
Asked how many portions of fruit and vegetables were eaten by respondents yesterday, 22% had four portions, 21% had five and 18% three. Just 2% claimed to have had none.

Chart 12:



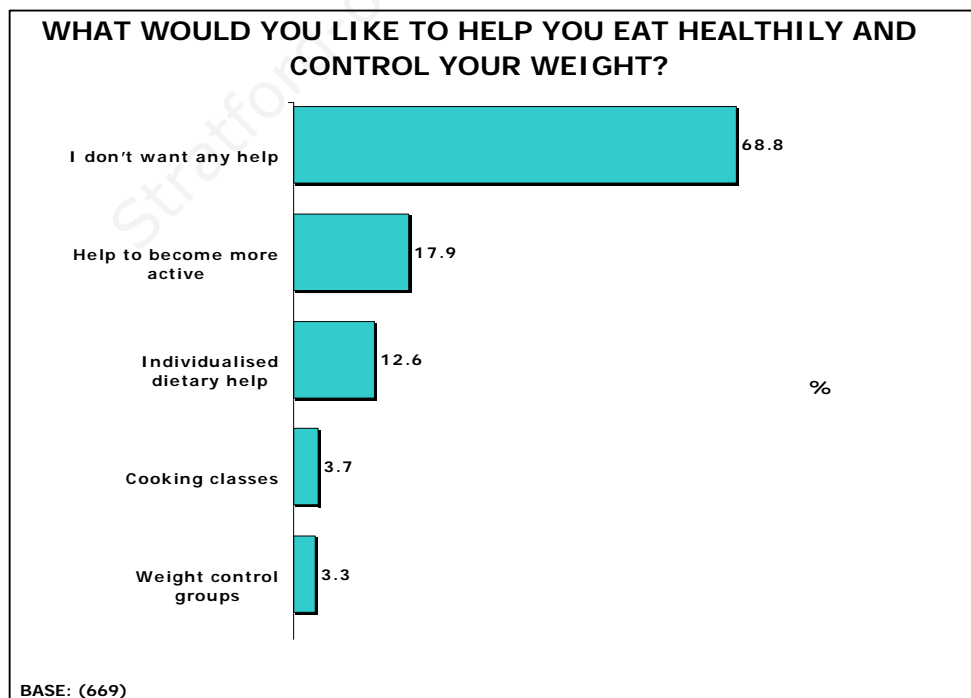
Respondents were asked whether they felt overweight, underweight or the correct weight. 7% said they felt very overweight; exactly a half slightly overweight; 37% the correct weight for their height; and 5% slightly underweight.

Chart 13:



Two-thirds of residents do not want any help to eat healthily and control their weight, just under a fifth wish to receive help to become more active, and 13% require individualised dietary help.

Chart 14:



4.5 Safer Neighbourhoods

On behalf of Warwickshire Police questions about Safer Neighbourhoods were included. Neighbourhood policing is the police services commitment to improving the quality of life of communities by working together with partners targeting the issues that communities identify as those that matter. In Warwickshire this will be known as Safer Neighbourhoods. Warwickshire Police has been working towards introducing Safer Neighbourhood Teams and is putting together a safer neighbourhood framework.

Of those surveyed, 15% know how to contact their local Safer Neighbourhood Team; one in ten know their local Safer Neighbourhood Police or Community Support Officer by sight or name; 13% think the Team is tackling things that matter to the community and 11% have confidence in the Safer Neighbourhood Team.

Table 20: Questions in respect of Safer Neighbourhoods

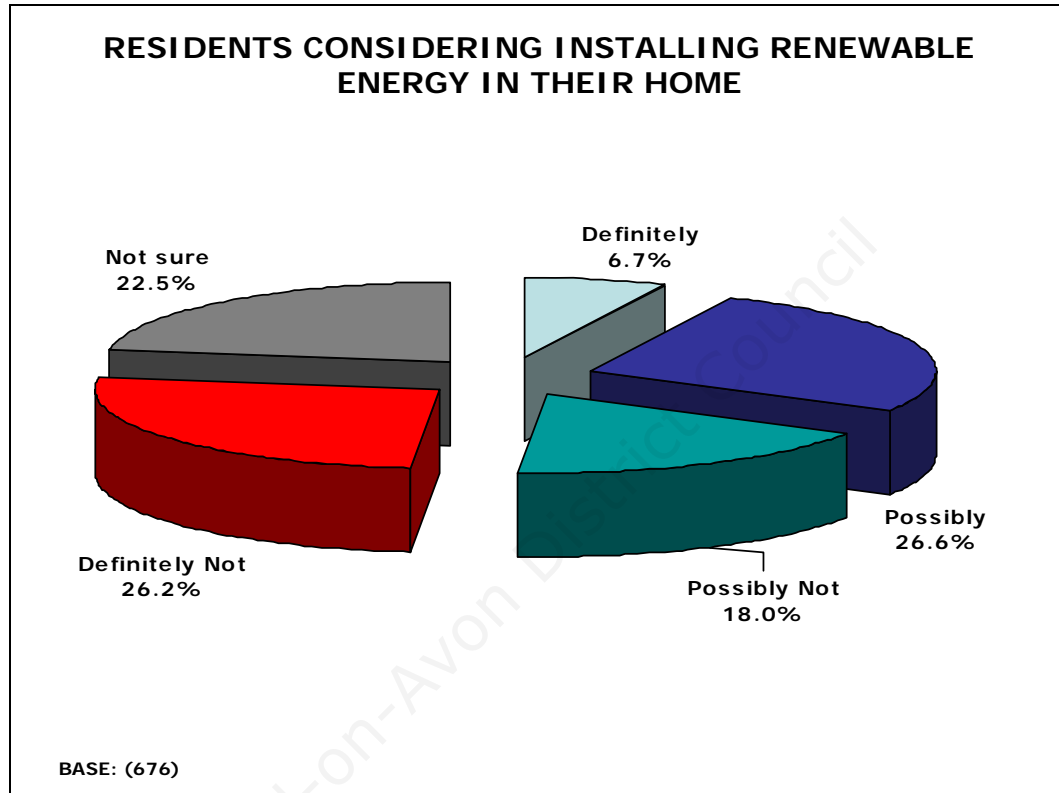
	BASE	Yes	No	Don't Know
Do you know how to contact your local Safer Neighbourhood Team?	689	19.9%	76.5%	3.6%
Do you know your local Safer Neighbourhood Police or Community Support Officers by sight or name?	688	15.7%	82.4%	1.9%
Would you say that the Safer Neighbourhood Team are tackling the things that matter to the community?	397	11.8%	27.6%	60.6%
Do you have confidence in your Safer Neighbourhood Team?	396	12.6%	30.1%	67.3%

4.6 Renewable Energy

The Council is seeking to support the increased use of renewable energy. This includes the use of solar power and wind power.

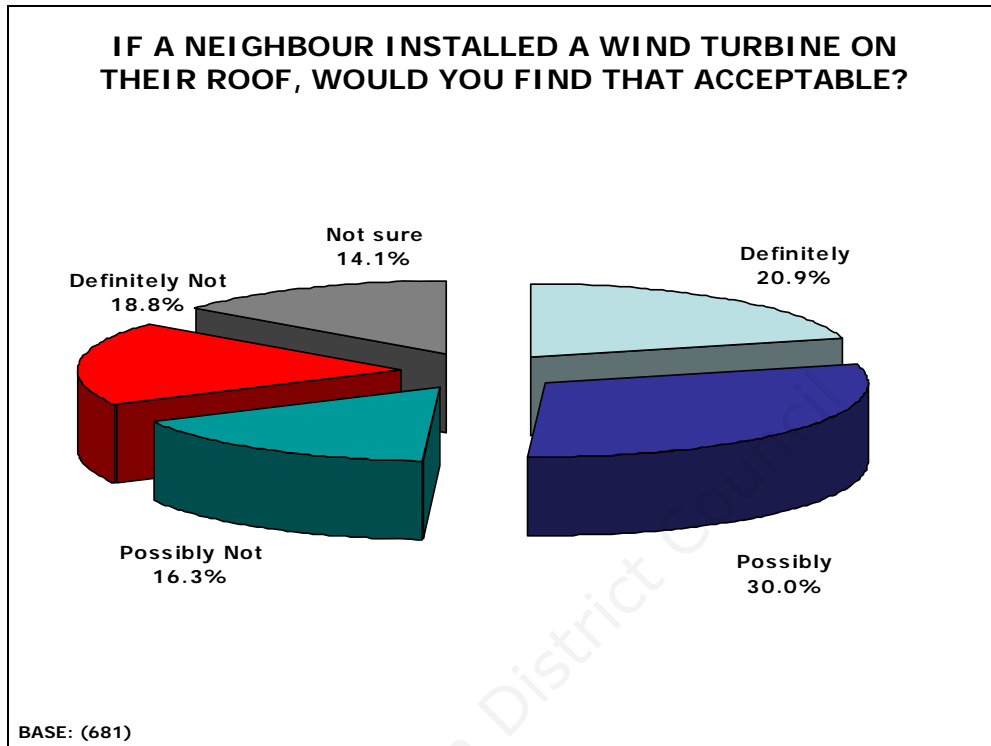
Asked if residents were considering installing renewable energy in their home, 7% indicated definitely; 27% said possibly; 18% said possibly not; 26% definitely not; and 23% were not sure if they would.

Chart 15:



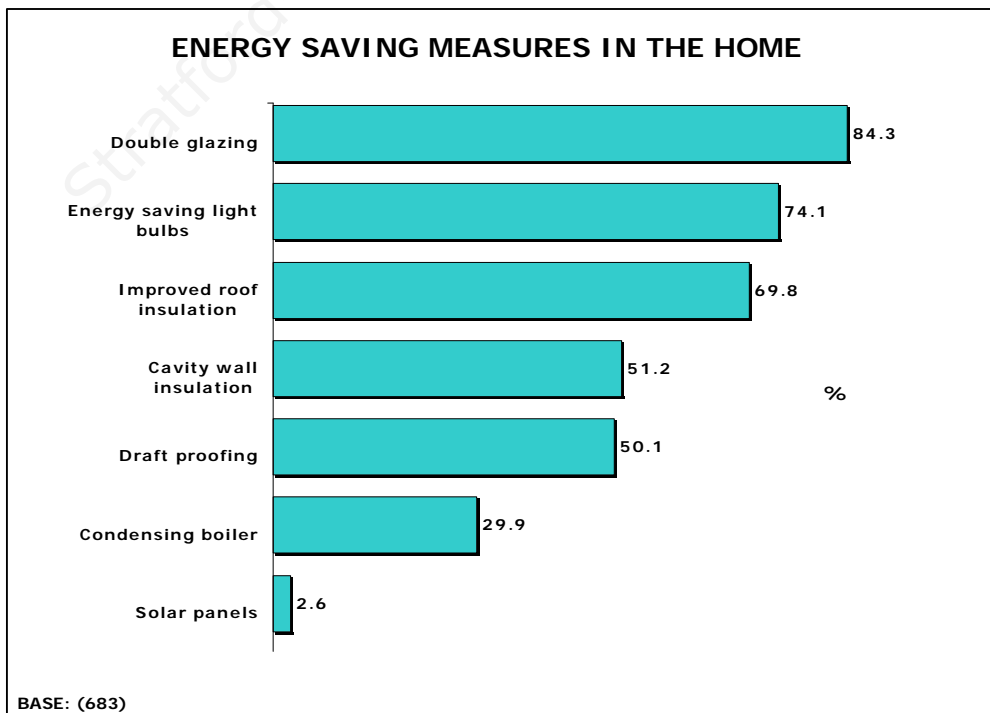
Asked if they thought it acceptable for a neighbour to install a wind turbine on their roof; one in five said definitely; three out of ten possibly; 16% possibly not; 19% definitely not; and 14% not sure.

Chart 16:



Asked which energy saving measures they have in their home, 84% of respondents have double glazing, three-quarters have energy saving light bulbs and seven out of ten have improved roof insulation. 3% have solar panels in the District.

Chart 17:



Residents were asked if they had access to some grant funding to help with the initial cost, would they undertake energy saving measures, just over half (51%) said they definitely would and 36% said possibly they would.

Chart 18:

