



CITIZENS' PANEL RESULTS SPRING 2006

**Prepared by:
Consultation Unit
Stratford-on-Avon District Council
July 2006**

CONTENTS

	PAGE
1.0 INTRODUCTION	1
2.0 METHODOLOGY	1
3.0 SUMMARY OF RESULTS	1
4.0 RESULTS IN DETAIL	
4.1 Parks and Green Spaces	3
4.2 Play Areas	10
4.3 Parking	13
4.4 Parking Attendants / Penalty Notice Processing	18
4.5 The Future of Local Government – the Lyons Enquiry	23
4.6 Respondent Profile	30
APPENDIX	
Street names where respondents received penalty charge notices	

Citizens' Panel Results – Spring 2006

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.

2. Methodology

1,141 questionnaires were mailed in April 2006, with 589 returned in the timeframe allowed. 18 questionnaires were returned not completed for various reasons. This represents a response rate of 52.5%.

3. Summary of Results

3.1 PARKS AND GREEN SPACES

- 77% of respondents had visited a park or green space in the Stratford District Council area within the last twelve months.
- Walking and generally relaxing are the two main reasons for their visit.
- The most visited sites are the Recreation Ground in Stratford and Bancroft Gardens.
- 91% of residents rated the quality of their most frequently visited park or green space to be very or fairly good. 89% rated all parks and green spaces in the District as very or fairly good.
- Asked generally what they thought of various aspects of parks and green spaces, residents' satisfaction was highest with the flowerbeds and floral displays. Lowest satisfaction levels were with the sports facilities available and the number of dog fouling bins.
- The biggest improvement to parks and green spaces suggested was surrounding the control of dog mess.

3.2 PLAY AREAS

- One in three of those surveyed visited SDC play areas, with 80% rating them as very or fairly good. One in ten residents visited them at least two or three times a week.

3.3 PARKING

- Two-thirds of residents agreed that a more rapid turnover of on-street parking spaces would make it easier to find a space and the same proportion were satisfied with the quality and condition of SDC car parks.
- To improve car parking in the District, exactly half felt there should be an increase in the amount of maximum stay parking up to four hours.

- Three-quarters of those responding were satisfied with their personal safety in SDC car parks.

3.4 PARKING ATTENDANTS

- Eight of ten residents had seen a parking attendant in the last twelve months, of which 96% said they were smart and easily recognisable.
- Of those who had spoken to a parking attendant for any reason, more than eight out of ten agreed they were polite and courteous.
- 5% of those surveyed had been issued with a parking ticket in the last 12 months in a car park run by SDC and 6% had been issued with a Penalty Charge Notice for parking on-street illegally.

3.5 THE FUTURE OF LOCAL GOVERNMENT – THE LYONS ENQUIRY

- 57% felt that Stratford District Council should be responsible for deciding what the priorities are for the District as a whole.
- Just under half felt the District Council should decide where the money be spent, if more was made available to spend on public services in the area.
- A half of residents felt the local community should decide where cuts in public services be made to save money.
- Asked what three things would increase their satisfaction with SDC, the top answers were: more consultation with local people; improved planning procedures/decisions; and more concern for villages and outlying areas.
- 65% of those surveyed trust SDC to do the best for the local area as a whole.

4. Results in Detail

4.1 PARKS AND GREEN SPACES

The District Council wanted the views of residents when putting together a Green Space Strategy which relates to the green spaces / parks and playgrounds owned and maintained by SDC. The Green Space Strategy will set out the Council's vision for using its green space and the goals it wants to achieve.

When asked whether they had visited a park or green space in the Stratford District Council area within the last twelve months, almost eight out of ten respondents said they had done so.

Stratford District Council covers the areas of Arden, Avon, Dasset and Stour. When comparing the results between areas, over nine out of ten of the respondents from the Avon area have visited a park or green space in the Stratford compared with less than six out of ten of the respondents from the Arden area. Almost seven out of ten of the Avon respondents walk to a park or green space, compared to just over four out of ten of the respondents from the Stour area. Over a fifth of Avon respondents cycle to a park or green space, compared to less than 5% of Dasset respondents. Almost nine out of ten Stour respondents travel by car to a park or green space, as opposed to just over six out of ten Avon respondents.

Table 1: How respondents get to a park or green space.

	Nos.	%
Car	322	71.2
Walk	267	59.1
Cycle	68	15.0
Bus	15	3.3
Other method	3	0.7

The two main reasons given by respondents for going to a park or green space are walking (over eight out of ten) or generally relaxing (over six out of ten).

Table 2: Activities which respondents enjoy when visiting parks and green spaces.

(Shows responses of 2% or more)

	Nos.	%
Walking	382	84.5
Generally relax	283	62.6
Wildlife watching	195	43.1
Playgrounds	115	25.4
Walking the dog	110	24.3
Cycling	73	16.2
Playing sport	30	6.6
Picnic/BBQ	12	2.7

The most visited site is the Recreation Ground, quoted by almost three out of ten respondents, followed by Bancroft Gardens, by almost 18% of respondents.

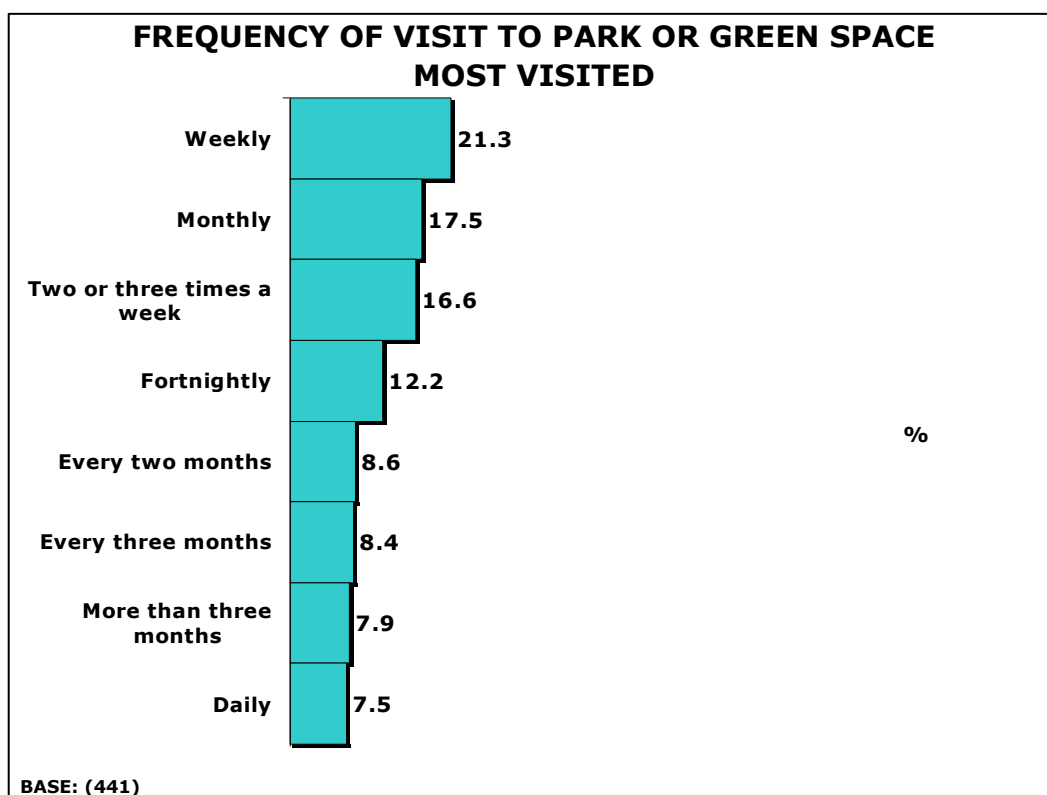
Table 3: Names of the parks and green spaces which respondents visit most frequently.

(Shows responses of 2% or more)	Nos.	%
Recreation Ground	128	29.7
Bancroft Gardens	76	17.6
Riverside/Waterside/By the river in Stratford	46	10.7
Greenway	41	9.5
Welcombe Hills	32	7.4
Avon Meadow	14	3.2
Big Meadow, Bidford	12	2.8
Burton Dassett Hills	11	2.6

When analysing the frequency of respondents' visits to parks or green spaces, over one-fifth made weekly visits, compared with almost 18% visiting monthly.

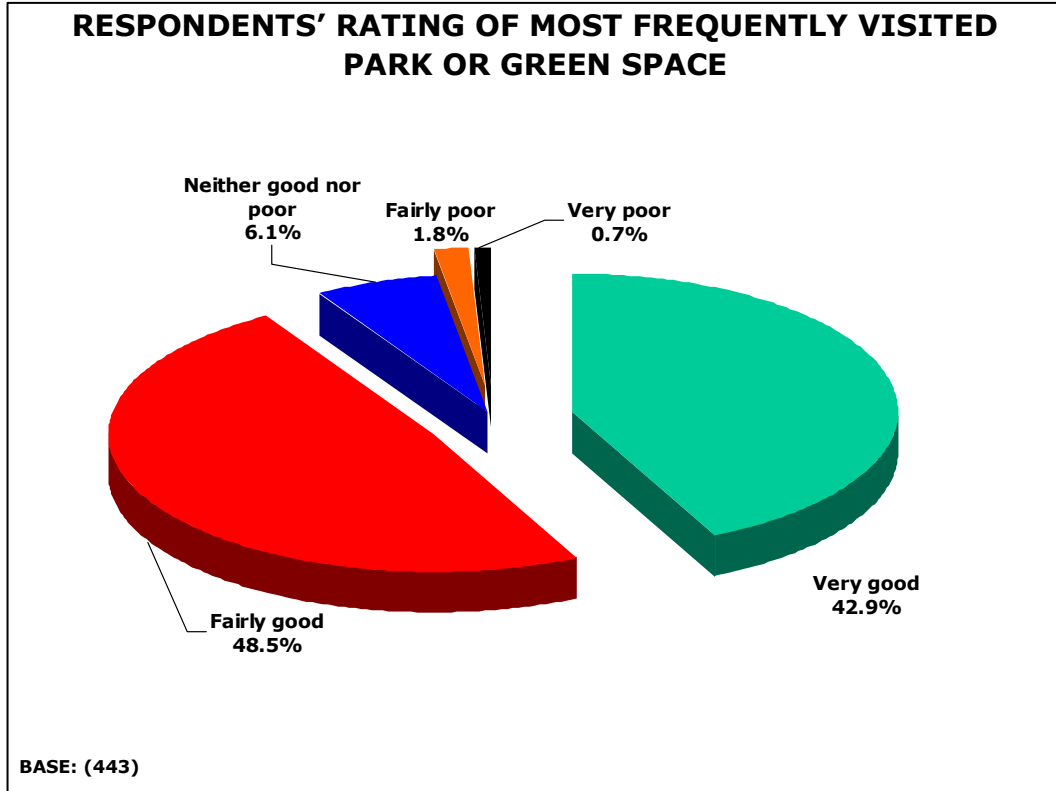
When comparing areas, almost 11% of Avon respondents visit a park or green space daily as opposed to just over 1% of Stour respondents. Only 9% of Dassett respondents make weekly visits, compared with over a quarter of Avon respondents. 16% of Stour respondents visit a park or green space at intervals of more than three months, as opposed to less than 3% of Stratford respondents.

Figure 1:



Almost a half of respondents rated their most frequently visited park or green space to be fairly good, followed by 43% of respondents saying they thought it was very good. Less than 3% of respondents rated the experience as either fairly or very poor.

Figure 2:



Other most frequently visited parks or green spaces in the District which respondents have visited in the last twelve months, were the Bancroft Gardens (22%) and the Recreation Ground (20%).

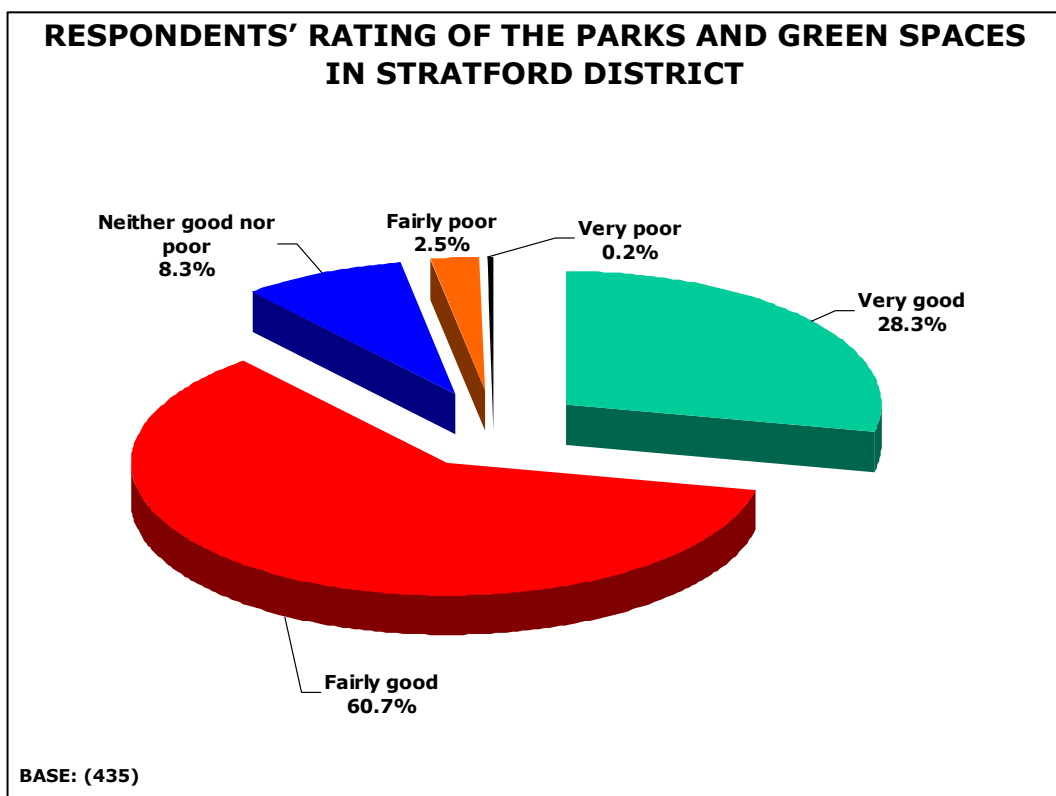
Table 4: Names of the other parks and green spaces in the District which respondents have visited in the last twelve months.

(Shows responses of 2% or more)

	Nos.	%
Bancroft Gardens	68	21.9
Recreation Ground	61	19.7
Welcombe Hills	55	17.7
Greenway	48	15.5
Shottery Fields	44	14.2
Riverside/waterside/by the river in Stratford	37	11.9
Fisherman's car park/picnic area	18	5.8
Avon Meadow	13	4.2
Clopton Park Nature Reserve	12	3.9
Firs Garen	11	3.5
Wellesbourne	10	3.2
Clopton Hills	9	2.9
Shottery Brook	9	2.9
Near theatre	9	2.9
Burton Dasset Hills	8	2.6
St Nicholas Park	7	2.3
Warwick Road Lands	7	2.3
Stratford – all parks/gen	7	2.3
Canalside/by the canal	7	2.3

Almost nine out of ten respondents rated Stratford District's parks and green spaces to be either fairly or very good. Less than 3% felt they were fairly or very poor.

Figure 3:



When asked generally what they thought of various aspects of parks and green spaces, residents' satisfaction levels were highest, at over 85% either very or fairly satisfied, with the flowerbeds and floral displays. Lowest satisfaction levels, at 12% either fairly or very dissatisfied, were with the sports facilities available and the number of dog fouling bins.

Just over 2% of Avon respondents stated that they were fairly dissatisfied with the District Council's flower beds and floral displays compared with just over 9% of Arden respondents. Less than 1% of Avon respondents were very dissatisfied compared with 6% of Dassetts respondents.

When asked about the District Council's shrubs and hedges, over 31% of Arden respondents said they were very satisfied compared with 15% of Dassetts respondents. Over seven out of ten Dassetts respondents said they were fairly satisfied with the shrubs and hedges compared to less than half of Avon respondents. Just over 1% of Avon respondents claimed to be very dissatisfied compared with 65% of Dassetts respondents.

Table 5: Satisfaction with the District Council's parks and green spaces

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Mean score
Flowerbeds & floral displays	47.6%	37.6%	10.2%	3.2%	1.4%	4.27
Shrubs & hedges	25.1%	50.7%	19.4%	2.8%	2.1%	3.94
Feeling safe	24.4%	52.4%	15.6%	5.7%	1.8%	3.92
State of the grassed areas	26.3%	50.3%	14.9%	6.4%	2.1%	3.92
Signage	22.7%	45.0%	26.5%	4.3%	1.4%	3.83
Nature areas	22.6%	45.0%	26.4%	4.3%	1.7%	3.82
Condition of footpaths & hard surfaces	18.8%	55.8%	14.4%	8.3%	2.8%	3.79
Condition of benches	16.2%	48.3%	23.9%	9.3%	2.3%	3.67
Number of litter bins	13.1%	45.4%	23.5%	15.7%	2.3%	3.51
Control of dog mess	11.5%	49.8%	18.4%	15.2%	5.1%	3.47
Number of dog fouling bins	10.7%	44.8%	27.7%	14.7%	2.1%	3.47
Sports facilities available	11.4%	33.4%	42.7%	9.3%	3.1%	3.41

The biggest improvement to parks and green spaces suggested was surrounding the control of dog mess, with 17% of respondents wanting to see this sorted out. Less litter, as indicated by 13% of respondents followed this.

Table 6: Improvements respondents would like to see in the parks and green spaces controlled by Stratford District Council.

(Shows responses of 2% or more)

	Nos.	%
Sort out/be proactive on dog mess/enforcement	52	16.9
Less litter/clean up	40	13.0
More/visible park/dog wardens	36	11.7
More litter bins/empty more regularly	30	9.8
Fine as they are/no improvements needed	30	9.8
More/better seating	26	8.5
Fewer drunks/drug abusers	21	6.8
Improve footpaths/walkways	19	6.2
Less vandalism/ASB (gen)	18	5.9
More/better parking	15	4.9
More control of dogs/on leads	14	4.6
More/improve plants/shrubbery	13	4.2
Better ground/grass maintenance	12	3.9
Fewer teenagers/youths hanging around	12	3.9
Prevent urban encroachment	10	3.3
More/better picnic areas	9	2.9
Introduce wildlife/nature areas	9	2.9
More/better signage	9	2.9
More parks (gen)	8	2.6
Better maintenance (gen)	7	2.3
Tree/shrub pruning	7	2.3
Improve fencing	7	2.3
Less duck/swan/goose mess/fouling	7	2.3
More/better toilets	7	2.3
More facilities for young children	7	2.3
Control Canada geese	6	2.0
More sports facilities	6	2.0
Less signage	6	2.0
Other	17	5.5

Almost half of the respondents said they wanted to be kept informed regarding the consultation surrounding the Green Space Strategy.

4.2 PLAY AREAS

Just over two thirds of respondents said that they, or a member of their household, do not visit the play areas run by Stratford District Council. Of the one in three of those surveyed who do visit the play areas, over 10% visited them at least two or three times per week. Monthly visits were quoted most at 23%.

Table 7: Frequency of respondents' visits to the play areas run by Stratford District Council.

	Nos.	%
Daily	5	2.6
Two or three times a week	15	7.7
Weekly	33	17.0
Fortnightly	18	9.3
Monthly	45	23.2
Every two months	23	11.9
Every three months	24	12.4
More than three months	31	16.0

Of those respondents who visit the play areas run by Stratford District Council, almost half quoted the Recreation Ground as the one that they visit most frequently.

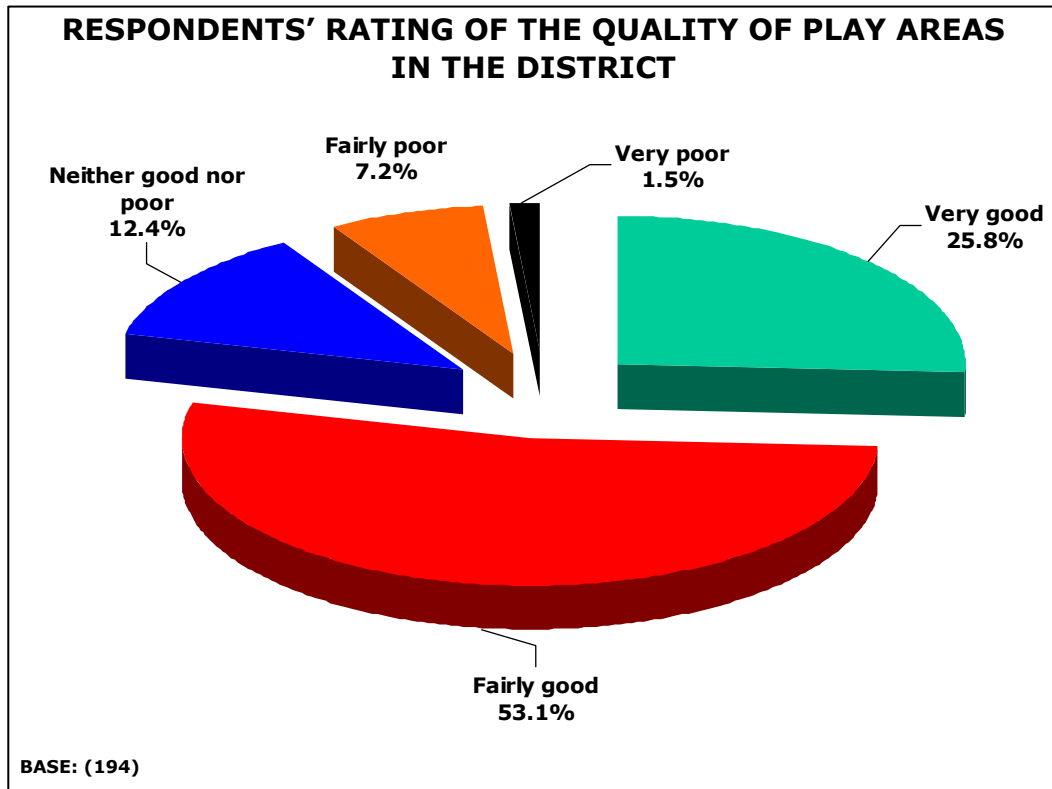
Table 8: The name of the play area which the respondent visits most frequently.

(Shows responses of 2% or more)

	Nos.	%
Recreation Ground	85	47.5
Riverside/Waterside/by the river in Stratford	9	5.0
Big Meadow, Bidford	7	3.9
Studley	6	3.4
Bancroft Gardens	5	2.8
Butterfly Farm	5	2.8
Shottery Fields	5	2.8
Wellesbourne	5	2.8
Dovehouse	4	2.2
Harbury Park	4	2.2
Alcester – all parks	4	2.2

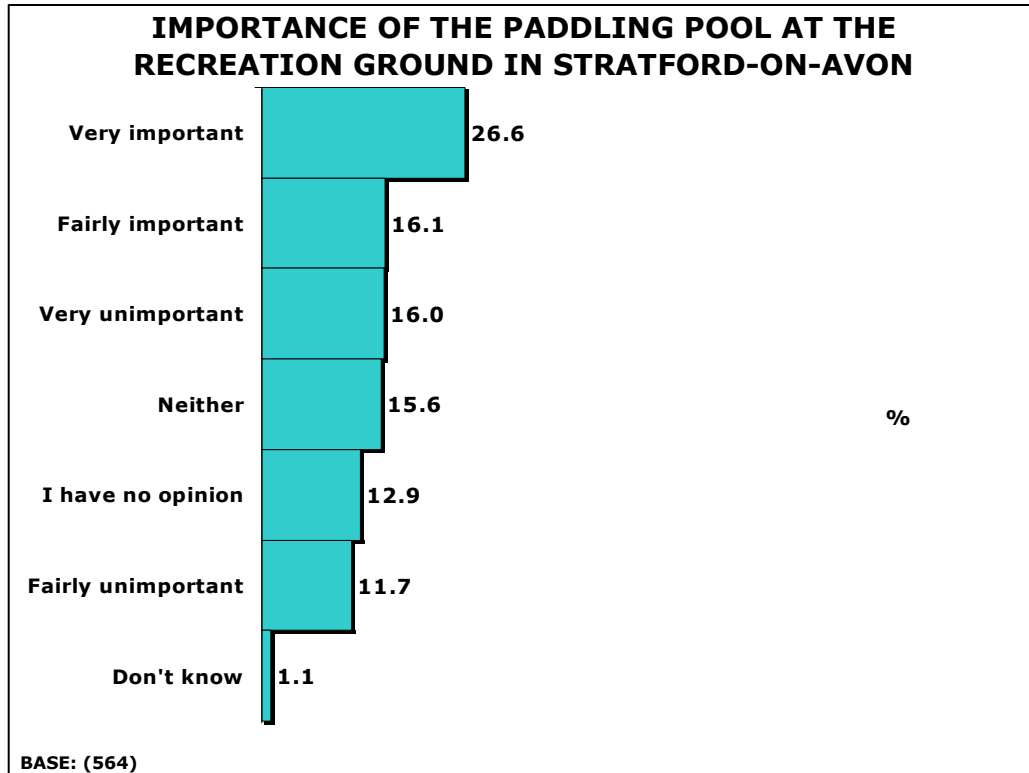
Commenting upon the quality of the play areas in the District, over three-quarters of the respondents who visit them rated them as fairly or very good. Less than one in ten thought that they were either fairly or very poor.

Figure 4:



All respondents were asked to comment on how important a feature the Paddling Pool is at the Recreation Ground in Stratford - over four out of ten felt that it was very or fairly important. Less than 28% stated that it was fairly or very unimportant.

Figure 5:

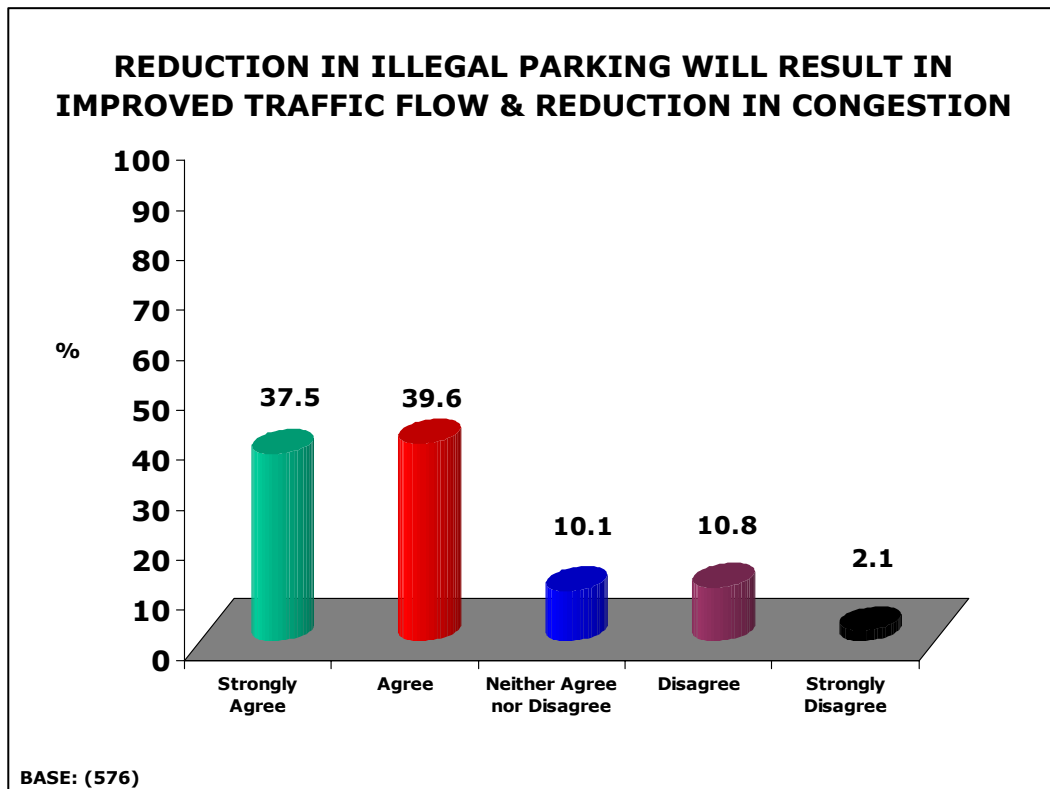


4.3 PARKING

The District Council in partnership with the County council have responsibility for the enforcement of on-street parking regulations since October 2004. Views of the public were sought on how this policy was progressing.

Over three quarters of respondents agreed or strongly agreed with the statement that reduction in illegal parking will result in improved traffic flow and reduction in congestion.

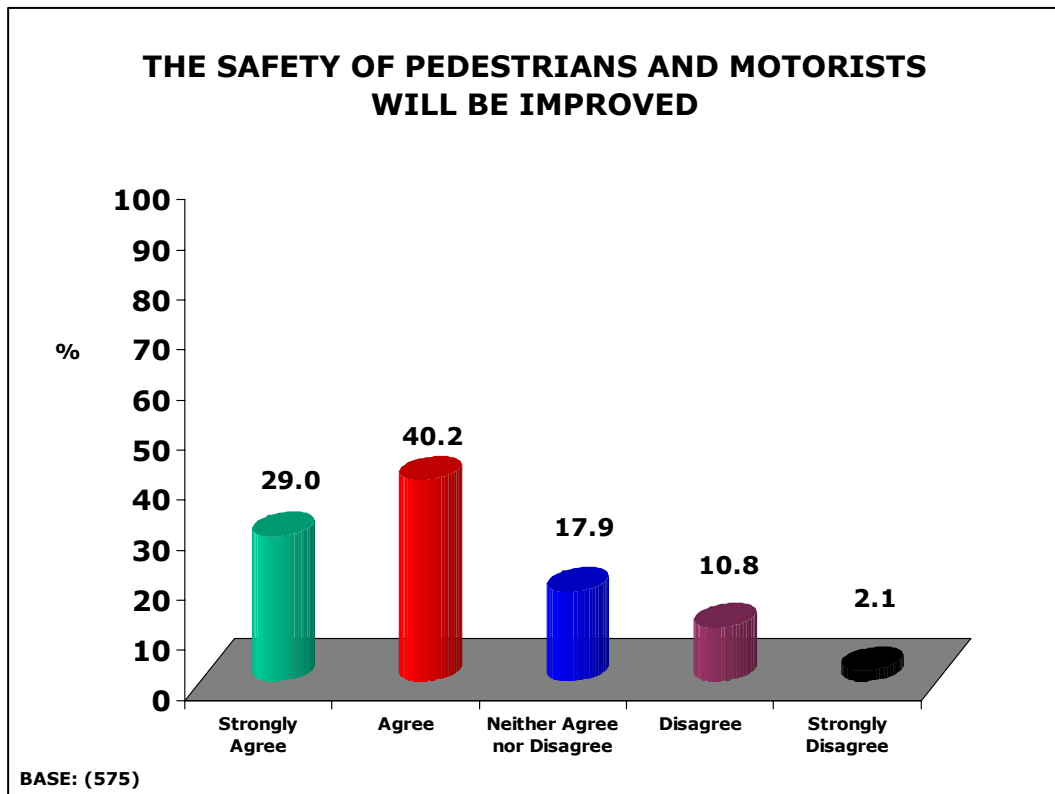
Figure 6:



69% of respondents overall agreed or strongly agreed with the statement about parking enforcement that the safety of pedestrians and motorists will be improved.

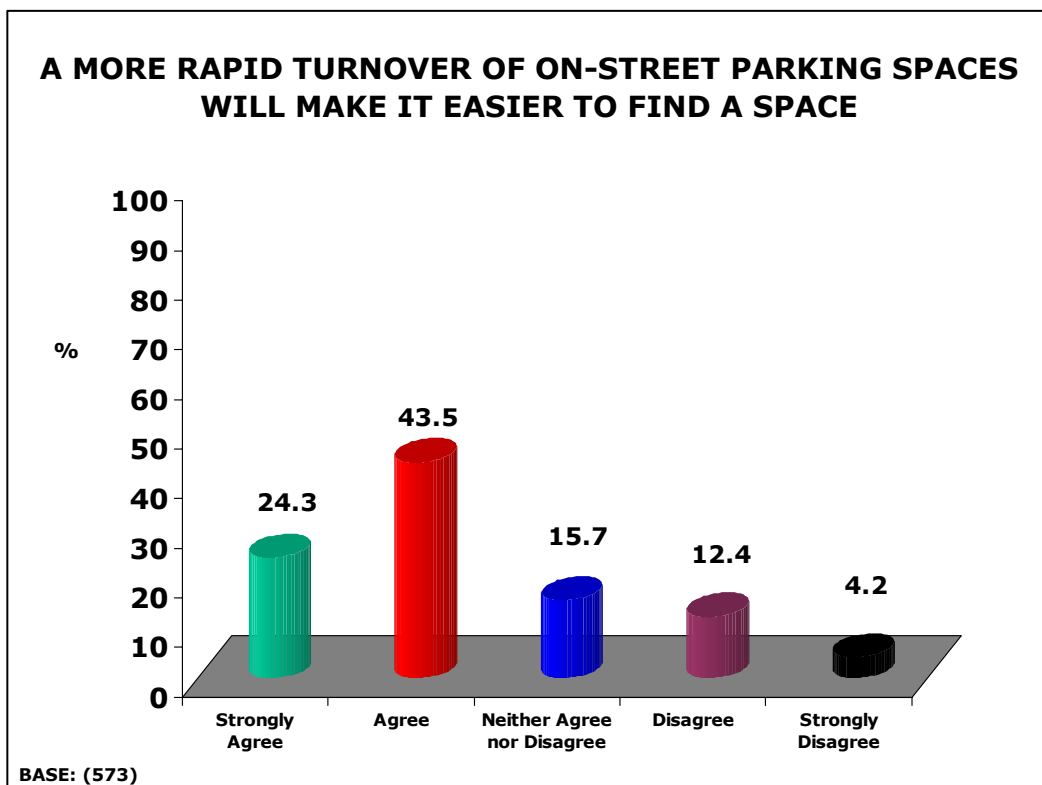
Comparing responses by area, more than four out of ten Arden respondents strongly agree with the statement about parking enforcement that the safety of pedestrians and motorists will be improved. This compares with just over two out of ten Stour respondents. Almost a quarter of Stour respondents neither agreed nor disagreed with the statement compared with only 12% of Arden respondents.

Figure 7:



68% of respondents agreed or strongly agreed that a more rapid turnover of on-street parking spaces will make it easier to find a space.

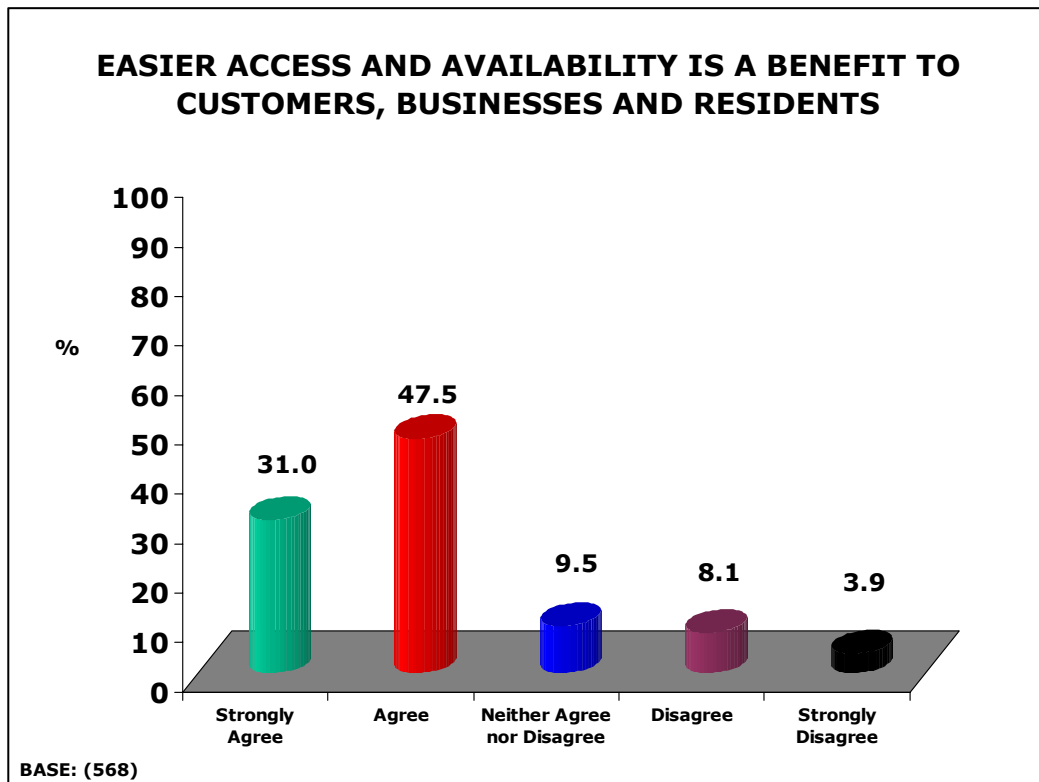
Figure 8:



Overall, almost eight out of ten respondents agreed or strongly agreed that easier access and availability is a benefit to customers, businesses and residents.

Almost 45% of Arden respondents strongly agreed with the statement that easier access and availability is a benefit to customers, businesses and residents. This compared with less than 27% of Stour residents. 57% of Stour respondents agreed with the statement compared to just over 42% of Arden residents.

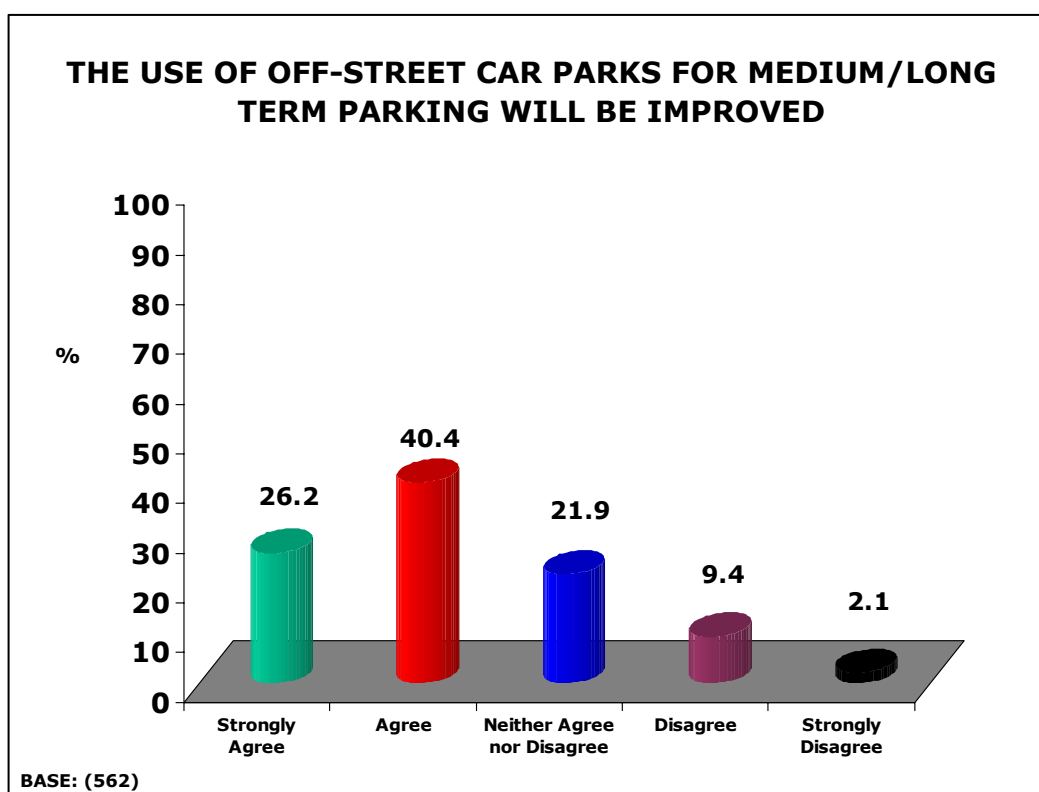
Figure 9:



Overall, almost seven out of ten residents agreed or strongly agreed with the statement that the use of off-street car parks for medium/long term parking will be improved.

Almost three out of ten Stour respondents and almost a quarter of Avon respondents neither agreed nor disagreed with the statement that the use of off-street car parks for medium/long term parking will be improved. This compared with less than 13% of Arden residents. Almost 4% of Avon residents strongly disagreed with the statement.

Figure 10:



When driving into the towns of Stratford District for shopping, etc. almost six out of ten Arden respondents said they normally parked in a car park as opposed to less than three out of ten from the Avon area. Almost one fifth of Avon respondents park on street compared with less than 8% of Arden respondents. Over four out of ten Stour respondents said it depends on circumstances, car park or on-street, compared with 27% of Dasset respondents.

Overall, over four out of ten respondents said they normally park in a car park when driving into the towns of Stratford District for shopping. 35% overall said it depended on circumstances, car park or on-street.

Table 9: Where the respondent normally parks when driving into the towns of Stratford District for shopping, etc.

	Nos.	%
In a car park	244	41.5
Depends on circumstances, car park or on-street	207	35.2
On street	81	13.8
Not applicable	73	12.4

Half of respondents chose increased maximum stay parking only (up to 4 hours) as the most effective improvement that should happen in the Council's car parks. This was followed by 44% of respondents selecting increased long stay car parking.

Table 10: Suggested improvements to car parks

	Nos.	%
Increased maximum stay parking only (up to 4 hours)	270	50.0
Increased long stay car parking	237	43.9
Greater security	164	30.4
Increase in number of spaces suitable for disabled people	77	14.3
Improved signage directing you to car parks	76	14.1
Greater cleanliness	68	12.6
Better lighting	65	12.0
Increase in number of spaces suitable for people with children	65	12.0

Overall, more than three quarters of respondents were fairly or very satisfied with their personal safety. 69% were fairly or very satisfied with the safety of their vehicle. Almost 70% were fairly or very satisfied with the quality / condition of the car parks.

Over six out of ten of Stour respondents confirmed that they were fairly satisfied with the safety of their vehicle when using public car parks owned by Stratford District Council. This compared with less than half of Avon respondents.

Almost two-thirds of Stour respondents were fairly satisfied with the quality compared with less half of the respondents in the Dasset and Avon areas.

Table 11: Satisfaction with the District Council's public car parks

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied
Your personal safety	100 18.9%	302 57.1%	97 18.3%	22 4.2%	8 1.5%
The safety of your vehicle	71 13.4%	294 55.6%	114 21.6%	41 7.8%	9 1.7%
The quality / condition of the car parks	83 15.5%	290 54.3%	121 22.7%	27 5.1%	13 2.4%

4.4 PARKING ATTENDANTS / PENALTY NOTICE PROCESSING

Almost eight out of ten respondents said they had seen a parking attendant in the District Council area in the last twelve months. Of those respondents, 96% said that the parking attendants were smart and easily recognisable. Also, almost a third of those respondents said they had spoken to a parking attendant in the last twelve months.

Comparing results by area, over nine out of ten Avon respondents had seen a parking attendant in the District Council area in the last twelve months compared with just over half of the Dassetts respondents. Less than 8% of Avon respondents said they had not seen a parking attendant compared with over 46% of Dassetts residents.

Overall, seven out of ten respondents gave the reason for speaking to the parking attendant as they had a query in respect of parking.

Almost four out of ten from the Avon area said that they had spoken to a parking attendant in the last twelve months, compared with just over two out of ten Arden respondents.

Table 12: Respondents' reasons given for speaking to the parking attendant.

(Shows responses of 11% or more)

	Nos.	%
You had a query in respect of parking	102	70.3
Passing time of day (say hello/be nice)	24	16.6
You had been issued with a Penalty Charge Notice	17	11.7

Of those respondents who had spoken to a parking attendant, more than eight out of ten agreed they were polite and courteous. Almost half agreed that the parking attendant explained the reason for issuing the Penalty Charge Notice clearly. Over a third disagreed that they explained the appeals procedure clearly.

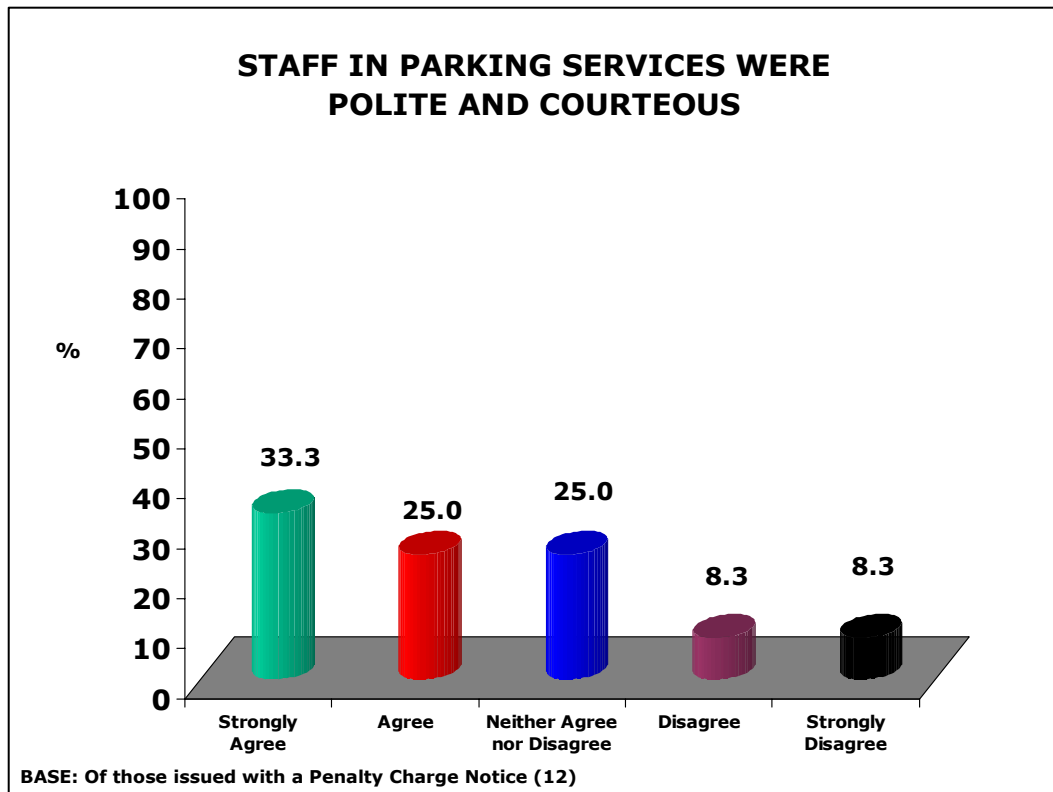
Table 13: Level of agreement with the statements surrounding parking attendants

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
They were polite and courteous	46 32.4%	64 45.1%	16 11.3%	9 6.3%	7 4.9%
The parking attendant explained the reason for issuing the Penalty Charge Notice clearly	5 15.2%	11 33.3%	8 24.2%	5 15.2%	4 12.1%
They explained the appeals procedure clearly	3 9.4%	8 25.0%	10 31.3%	6 18.8%	5 15.6%

Less than 5% of respondents said that they had been issued with a Penalty Charge Notice (parking ticket) for their vehicle in a car park run by Stratford District Council in the last twelve months. Of those respondents, almost half of them spoke to staff in Parking Services following the issue of the Penalty Charge Notice by the Council.

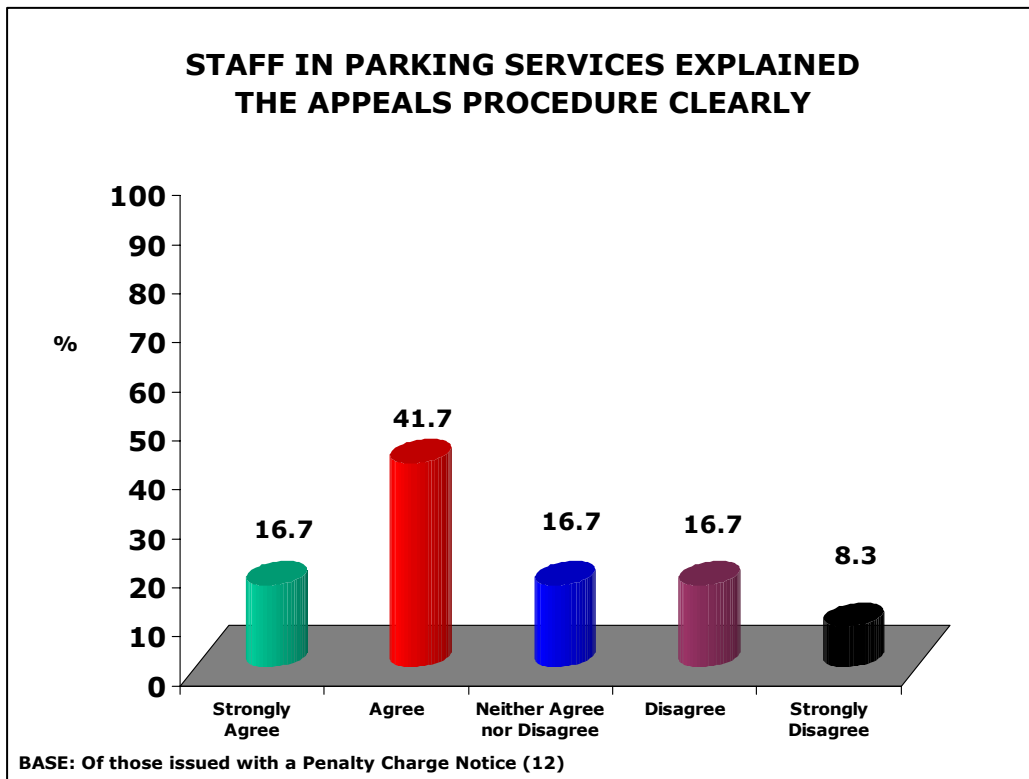
In respect of Penalty Charge Notice processing with staff, 58% of respondents agreed that staff in Parking Services were polite and courteous.

Figure 11:



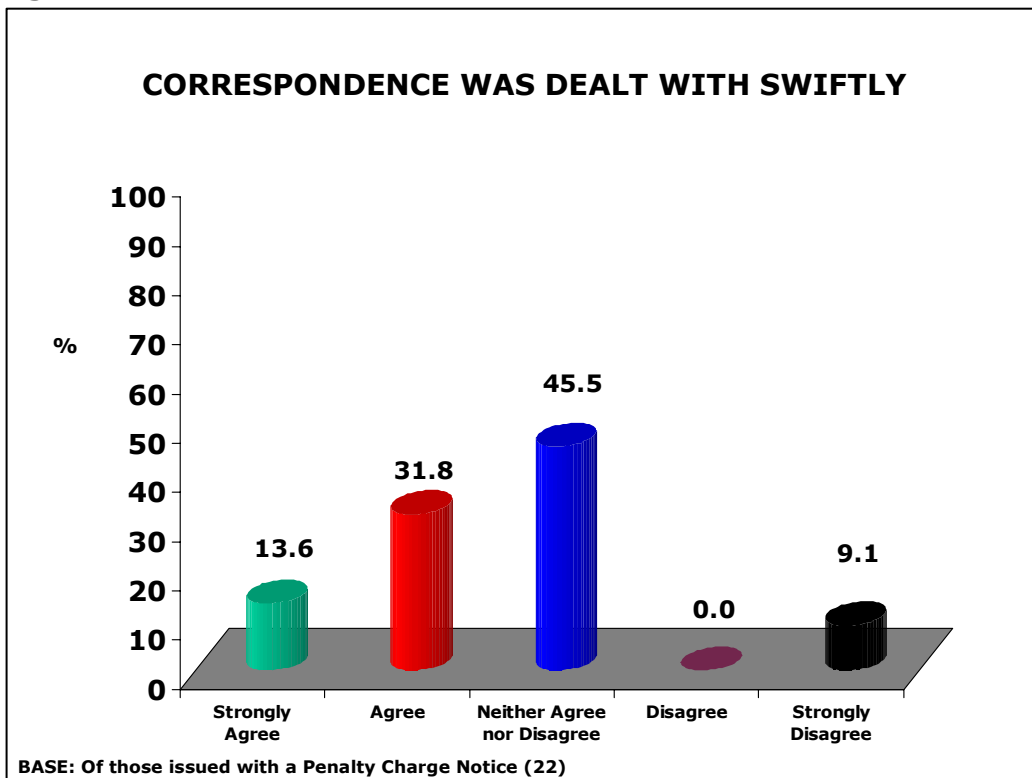
Almost six out of ten of those respondents issued with a Penalty Charge Notice agreed that the staff in Parking Services explained the appeals procedure clearly.

Figure 12:



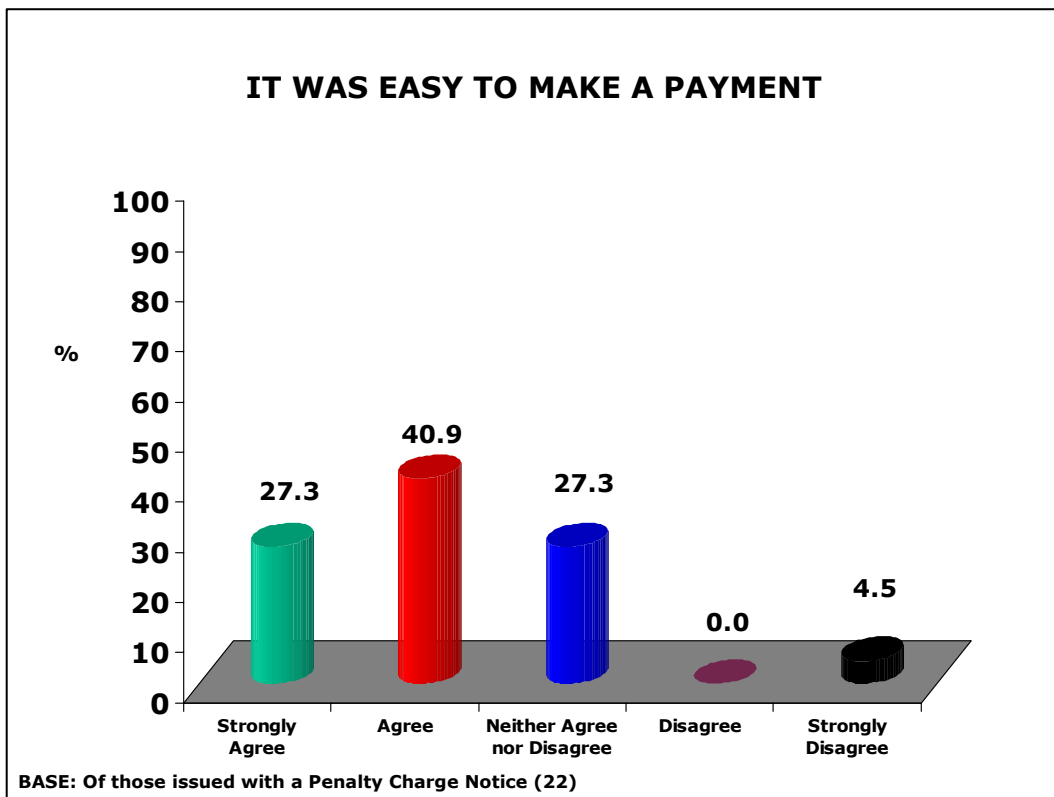
Overall, 45% of those respondents issued with a Penalty Charge Notice agreed that correspondence was dealt with swiftly. 46% neither agreed nor disagreed.

Figure 13:



Of those respondents issued with a Penalty Charge Notice, 68% agreed that it was easy to make a payment.

Figure 14:

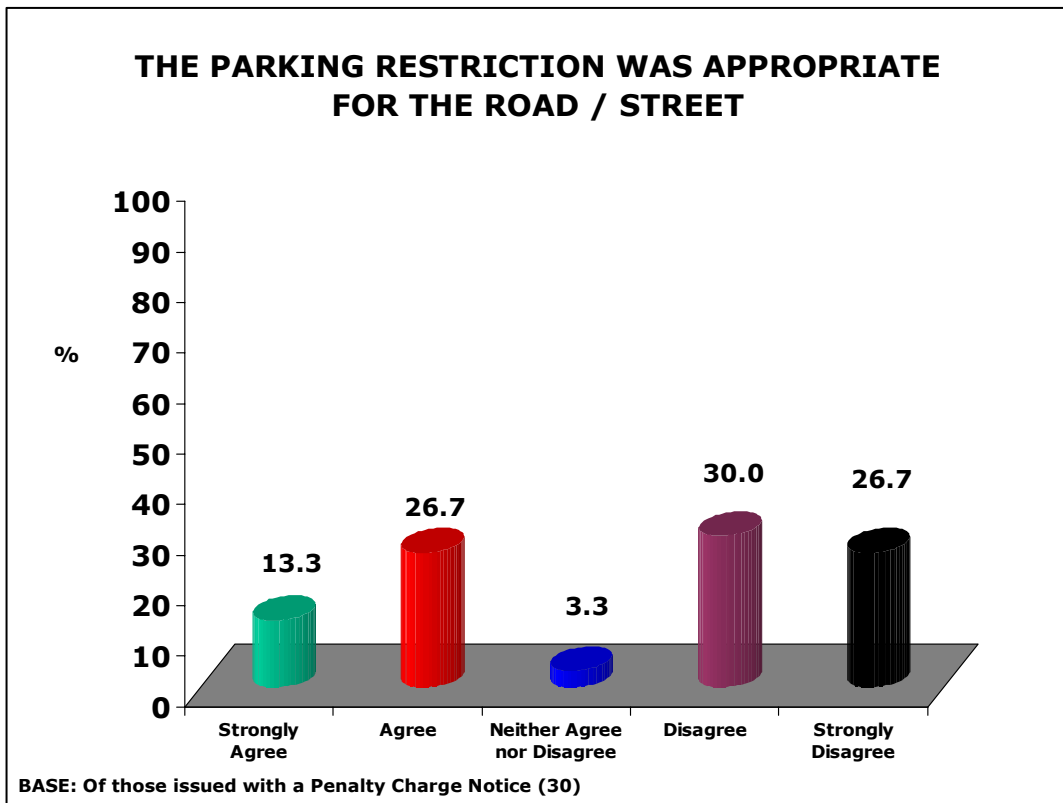


Nearly 6% of respondents stated that they had been issued with a Penalty Charge Notice for parking on-street by Stratford District Council in the last twelve months. A list of the streets where Penalty Charge Notices were received is in the Appendix.

Almost one in ten Avon respondents have been issued with a Penalty Charge Notice for parking on street, compared with less than 1% of Arden respondents. Less than 9% of Stour respondents have been issued with a Penalty Charge Notice and the figure for Dassett respondents was just over 2%.

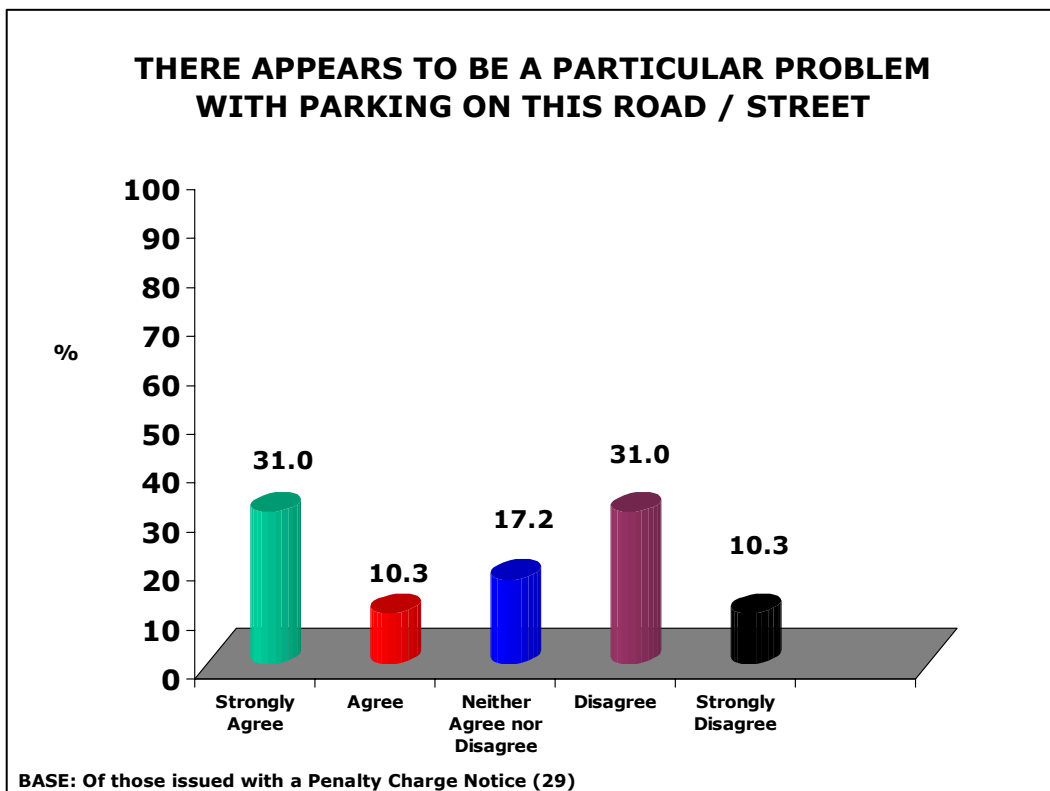
Of those respondents issued with a Penalty Charge Notice, over half disagreed that the parking restriction was appropriate for the road or street.

Figure 15:



41% of respondents issued with a Penalty Charge Notice agreed there appears to be a particular problem with parking on this road or street. Similarly, 41% disagreed with the statement.

Figure 16:



4.5 THE FUTURE OF LOCAL GOVERNMENT – THE LYONS ENQUIRY

On 20 July 2004, the Deputy Prime Minister and the Chancellor of the Exchequer commissioned Sir Michael Lyons to undertake an independent inquiry to consider the case for changes to the present system of local government funding in England and make recommendations, including on the reform of council tax. On 20 September 2005 the Government announced an extension to the Inquiry's terms of reference to cover questions relating to the function of local government and its future role as well as how it is funded. SDC have been asked to consult its residents on a number of issues surrounding local government.

Overall, 57% of Panel members felt that Stratford District Council should be responsible for deciding what the priorities are for the District as a whole.

Almost two thirds of Avon respondents believe that Stratford-on-Avon District Council should be responsible for deciding what the priorities are for their area. This compares with under 47% of Arden respondents.

Over half of Arden respondents believe that the local parish or town council should be responsible for deciding what the priorities are for their area, compared with less than 32% of Stour respondents.

Table 14: Respondents' views on which tiers of government should be responsible for setting standards – who should be responsible for deciding what the priorities are in their area.

	Nos.	%
Stratford-on-Avon District Council	331	57.2
Your local parish or town council	231	39.9
Warwickshire County Council	96	16.6
Regional government, e.g. Govt. Office for the West Mids.	24	4.1
Central government	22	3.8

Eight out of ten respondents felt that minimum standards for immigration should be set by central government. Over 90% of respondents felt that the local area should decide on minimum standards for street cleaning, local transport and local enterprise.

Table 15: Respondents' views on which of the following services central government should be able to set minimum standards for all local areas to meet and which should be decided by the local area.

	Central government	Local area	Don't know
Immigration	453 80.3%	99 17.6%	12 2.1%
Schools/education	353 62.5%	202 35.8%	10 1.8%
Trading standards	333 58.6%	223 39.3%	12 2.1%
Police	319 56.2%	242 42.6%	7 1.2%
Fire and community safety	309 54.9%	245 43.5%	9 1.6%
Social services	307 54.6%	244 43.4%	11 2.0%
Health services, e.g. GP	306 54.2%	250 44.2%	9 1.6%
Childcare and nursery	288 52.0%	242 43.7%	24 4.3%
Roads	262 46.4%	294 52.0%	9 1.6%
Environmental services	232 41.7%	316 56.8%	8 1.4%
Licensing	148 26.0%	407 71.5%	14 2.5%
Sport and culture	141 25.1%	407 72.4%	14 2.5%
Housing	108 19.5%	433 78.2%	13 2.3%
Planning	89 15.8%	464 82.4%	10 1.8%
Libraries	85 15.0%	471 83.4%	9 1.6%
Youth services	83 14.8%	459 81.7%	20 3.6%
Street cleaning	43 7.6%	519 91.5%	5 0.9%
Local transport	29 5.1%	529 93.8%	6 1.1%
Local enterprise	26 4.7%	520 93.4%	11 2.0%

Just under half of respondents felt the District Council should be responsible for deciding what the priorities are for the District as a whole.

Table 16: Respondents' views on who should decide where money should be spent in their area if more money was made available.

	Nos.	%
Central government	14	2.4
Warwickshire County Council	84	14.6
Stratford-on-Avon District Council	269	46.8
The local community	269	46.8

Panel members were asked if public services were going to be cut to save money, who should decide what services should be cut. 49% felt the local community should make that decision.

Table 17: Respondents' views on who should decide what service should be cut in their area if saving money was needed.

	Nos.	%
Central government	27	4.7
Warwickshire County Council	73	12.7
Stratford-on-Avon District Council	253	44.0
The local community	279	48.5

Overall, over a fifth of respondents rated more consultation of local people and improved planning procedures / decisions as important for increasing their satisfaction with Stratford District Council.

Over a quarter of Avon respondents rated improved planning procedures / decisions would increase their satisfaction with SDC compared with just over 11% of Dassett respondents.

Less than 2% of Dassett respondents stated that limits on / reduced new housing would increase their satisfaction with Stratford-on-Avon District Council compared with almost 14% of Avon residents.

Better pavement maintenance was mentioned by almost 9% of Arden respondents compared with just over 1% of Stour respondents as one of three things which would increase their satisfaction with Stratford-on-Avon District Council.

Almost one fifth of Arden respondents rated better road maintenance would increase their satisfaction with the Council compared to less than 4% of Avon residents.

Over 14% of Dassett respondents quoted better public transport would increase their satisfaction compared with less than 6% of Avon respondents.

Better recycling would increase almost one in five of Dassett's respondents' satisfaction with the Council compared with only 6% of respondents in the Avon area.

Over three out of ten of Avon respondents said that more consultation of local people would increase their satisfaction with the Council. This compares with less than 10% of Dassett respondents and almost 12% of Arden respondents.

Almost one in five Dasset respondents quoted lower Council Tax as a means to increase their satisfaction with the Council compared with less than 8% of Avon respondents.

Almost half of the respondents in the Dasset area said more concern for villages / outlying areas would increase their satisfaction with the Council as opposed to less than 7% in the Avon area. The figure for the Arden area was almost a quarter compared with less than 16% in the Stour area.

Table 18: Respondents' three things which would increase their satisfaction with Stratford-on-Avon District Council.

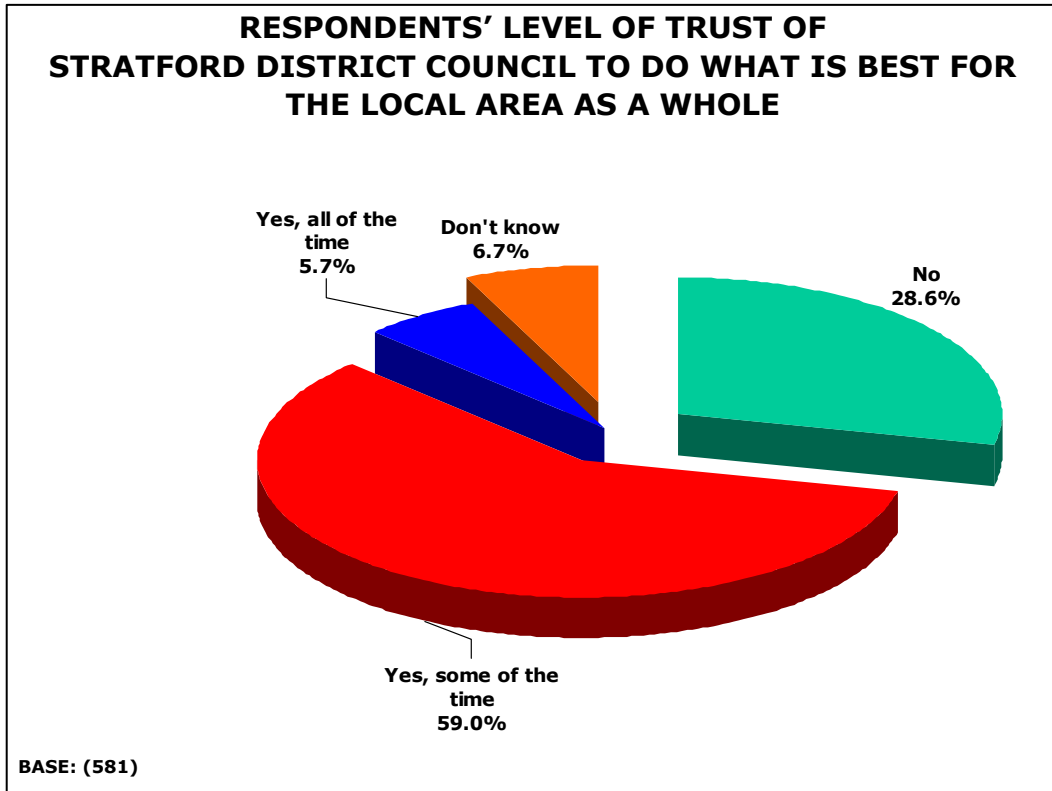
(Shows responses of 3% or more)

	Nos.	%
More consultation of local people	108	21.8
Improved planning procedures/decisions	106	21.4
More concern for villages/outlying areas	88	17.7
Better use of Council Tax/stop wasting money	58	11.7
Lower Council Tax	51	10.3
Better road maintenance	48	9.7
Better recycling (gen)	47	9.5
More efficiency (gen)	45	9.1
Limits on/reduced new housing	40	8.1
Better traffic management/control	40	8.1
Better/more visible policing/security	40	8.1
More communication/willingness to listen (gen)	40	8.1
More openness/less secrecy/more transparency	39	7.9
Better public transport	38	7.7
Cheaper/free parking	35	7.1
Better parking (gen)	32	6.5
Deal with yobs/vandalism/ASB	27	5.4
Less party politics/point scoring/in-fighting	27	5.4
Maintain/improve character/cleanliness/condition of town	26	5.2
Less litter/more street cleaning	25	5.0
Increased free parking time/from 20 minutes	21	4.2
Preservation of countryside/green spaces	21	4.2
Cut back on/stop (over) development/offices	20	4.0
Improve infrastructure/to cope with rising population	19	3.8
More affordable housing	19	3.8
Faster response to queries/return phone calls	18	3.6
Better pavement maintenance	17	3.4
Less emphasis on tourism/at expense of locals	17	3.4
More recreation/leisure spending/facilities	17	3.4
More accountability	16	3.2
More facilities for young people	15	3.0

Overall, over six out of ten respondents trust the Council some or all of the time for doing what is best for the local area as a whole.

Just over 2% of Avon respondents said that they currently trust Stratford-on-Avon District Council all the time. This compares with just under 9% in the Arden area.

Figure 17:



Over a fifth of respondents quoted more / better public consultation / more rounded / local improvement as increasing their trust in the Council.

Table 19: Respondents' three things which would increase their trust in Stratford-on-Avon District Council.

(Shows responses of 3% or more)

	Nos.	%
More/better public consultation/more rounded/local involvement	90	21.2
Better budgeting/funding/decision-making/financial management	77	18.2
More openness/transparency/honesty	75	17.7
Willingness to listen/take notice...	70	16.5
Better planning procedures/decisions	66	15.6
More/better communication/keeping the public informed	59	13.9
Deliver/act on promises/be more proactive/prove are working for public	58	13.7
Less bureaucracy/party politics	46	10.8
Put local people first/over tourism	41	9.7
Spend more money outside of SoA town centre	38	9.0
Better town planning	31	7.3
More accountability	28	6.6
Improve traffic management/highways	22	5.2
Improve cleanliness	22	5.2
Stop Council Tax rises higher than inflation/lower Council Tax	20	4.7
Improve parking services	19	4.5
Get to know councillors/more personally/more public appearances	17	4.0
Reduce crime levels/improve policing	17	4.0
Better/improve housing/housing policies	16	3.8
Other	20	4.7

Over a fifth of respondents said the fact that it was my duty / responsibility / right to vote made them vote in local government elections.

Table 20: What makes respondents vote or not vote in local government elections.

	Nos.	%
My duty/responsibility/right to vote	103	20.3
Always do (gen)	64	12.6
Vote for whoever has local interests at heart	51	10.0
Voter's desire to have an effect/make a difference (gen)	49	9.6
So I can complain legitimately	47	9.3
Believe in it/democracy is important	38	7.5
Knowledge of candidate's agenda/policies	35	6.9
So my opinion is heard	34	6.7
Best representation	27	5.3
Voter's desire to improve Stratford/local services	22	4.3
Candidate background	20	3.9
Candidate's desire to have an effect/make a difference	20	3.9
Depends on issues/or feel strongly about something	20	3.9
Everyone's duty/responsibility/right to vote	19	3.7
Makes no difference	17	3.3

Respondents were given a list of services provided by local authorities. They were asked to indicate which of these services were provided by SDC.

Over nine out of ten respondents quoted car parking and household waste collection as services they believe to be provided by the Council. Over 28% thought Stratford District Council provides schools and a third thought it ran social services.

Table 21: Services which respondents think are provided by Stratford-on-Avon District Council.

	Nos.	%
Car parking	528	91.8
Household waste collection	526	91.5
Public toilets	514	89.4
Planning	481	83.7
Recycling facilities	471	81.9
Bus passes/bus tokens	455	79.1
Building control	439	76.3
Pest control	435	75.7
Housing advice	418	72.7
Housing and council tax benefit	412	71.7
Sports and leisure activities	404	70.3
Noise control	393	68.3
Inspections of food premises	381	66.3
Street lighting	380	66.1
Housing for rent	337	58.6
Libraries	321	55.8
Arts activities	293	51.0
Removal of abandoned vehicles	285	49.6
Help to fight fear of crime and community safety	264	45.9
Public transport	249	43.3
Trading standards	224	39.0
Childcare and nursery	196	34.1
Museums	194	33.7
Social services	193	33.6
Roads maintenance	174	30.3
Schools	163	28.3
Economic development	160	27.8

4.6 RESPONDENT PROFILE

GENDER	%
Male	50.3
Female	49.7
BASE:	(576)

AGE	%
16-24	0.7
25-34	6.1
35-44	17.0
45-54	18.9
55-64	26.5
65-74	19.8
75+	11.1
BASE:	(577)

NOS OF ADULTS AGED 18 OR OVER LIVING IN HOUSEHOLD	%
1	22.1
2	66.2
3	7.8
4	3.3
More than 4	0.5
BASE:	(548)

ACCOMMODATION TYPE	%
Owned outright	55.3
Buying on mortgage	33.3
Rent from Housing Association/Trust	6.2
Rented from private landlord	3.6
Other	1.6
BASE:	(577)

LENGTH OF TIME LIVED IN SDC AREA	%
1 year or less	1.0
Between 1 & 2 years	1.0
Between 2 & 5 years	9.3
Between 5 & 10 years	17.0
Between 10 & 20 years	21.0
Over 20 years	50.6
BASE:	(581)

ACTIVITY BEST DESCRIBING WHAT DOING AT PRESENT	%
Employee in full-time job (30 hours+ per week)	27.4
Employee in part-time job (Under 30 hours per week)	12.8
Self employed full or part-time	16.5
On a government supported training programme	0.2
Full-time education at school, college or university	0.5
Unemployed and available for work	0.7
Permanently sick/disabled	2.9
Wholly retired from work	33.3
Looking after the home	4.7
Doing something else	1.0
BASE:	(577)

TOTAL ANNUAL HOUSEHOLD INCOME FROM ALL SOURCES BEFORE TAX & ANY OTHER DEDUCTIONS	%
Under £10,000	12.3
£10,000 to £15,000	12.3
£15,001 to £20,000	8.1
£20,001 to £25,000	11.7
£25,001 to £30,000	8.1
£30,001 to £35,000	6.0
£35,001 to £40,000	4.8
Over £40,000	36.7
BASE:	(480)

WHETHER HAVE ANY LONG TERM ILLNESS, HEALTH PROBLEMS OR DISABILITY WHICH LIMITS DAILY ACITIVITIES OR WORK DONE	%
Yes	19.7
No	80.3
BASE:	(564)

ORIGIN OF BIRTH	%
White - British	97.2
White - Irish	0.5
White – Other White background	1.2
Mixed – White & Black African	0.2
Mixed – White & Asian	0.2
Mixed – Other Mixed background	0.2
Asian or Asian British – Other Asian background	0.2
Any other ethnic background	0.3
BASE:	(573)

APPENDIX

Street names where respondents received penalty notices for parking on-street and not in a car park.

35: STREET OPPOSITE SWAN
75: OUTSIDE MY HOME ON SHAKESPEARE STREET
86: UNION STREET
92: ALBERT CLOSE, STUDLEY
124: OFF JOHN STREET
125: HENLEY STREET
129: ROTHER STREET
144: ALBANY ROAD
152: CHAPEL STREET, STRATFORD ON AVON
184: BRIDGE STREET
254: UNION STREET
273: UNION STREET
281: UNION
302: TOP OF MEER STREET
319: SHRIEVES WALK, OFF SHEEP STREET
320: BANCROFT PLACE
325: CHESTNUT WALK
352: ALBANY ROAD
355: GUILD STREET
379: SHEEP STREET, STRATFORD UPON AVON
391: PAYTON STREET
395: OLD TOWN - BLOOD DONORS
430: CHAPEL STREET
440: HIGH STREET
459: MULBERRY STREET
469: JOHN STREET
474: 12 ALANY ROAD - OUTSIDE OWN PROPERTY
493: TOWN CENTRE SHIPSTON ON STOUR
551: WATERSIDE, STRATFORD UPON AVON
556: WELCOMBE ROAD
565: ALBANY ROAD
574: HIGH STREET
582: BROAD WALK STRATFORD
585: OUTSIDE WOOLWORTHS