

RESIDENTS SURVEY 2022

FINAL REPORT

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Performance, Consultation & Insight Unit
Stratford-on-Avon District Council
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1.0 Introduction

The Residents' Survey is used to measure what people think of the area in which they live, what they think about Stratford District Council services, and the way the District Council works. This survey replaced the Place Survey discontinued by the Government in mid-2010.

The topic areas of the survey were: the local area in general, local decision making, service satisfaction, usage of services, information/Council in general, community safety, contacting the Council, accessing SDC, assessing the need for digital service/training, climate change and the Council response to Covid-19.

The survey is able to track changes in perception over time and to identify any gaps between current service levels and customer expectations. Usually, it is undertaken every two years.

The survey findings will also be used by the Council to help establish its priorities for the future and in improving its services.

This document contains the findings from the 2022 Stratford District Council Residents' Survey.

2.0 Methodology

The methodology developed for the Residents' Survey was the same used in the 2008 national Place Survey. All questionnaires were distributed and returned through the UK Royal Mail postal system. Participants were able to request alternative formats.

The survey was conducted via postal self-completion questionnaires. Households were selected at random (by area) from the whole electoral roll, creating a list of 6,000 addresses from the unedited electoral role, which was the closest database of addresses to the Postcode Address File (PAF) used in the Place Survey.

The methodology included one reminder mailing implemented within the prescribed timescale between February and April 2022. 6,000 questionnaires were despatched (around one in ten households), with 1,875 questionnaires returned in the timescale allowed; a 31.3% response rate. 9 questionnaires of the original mailing were returned where the address was inaccessible, gone away, unoccupied etc. As an alternative, residents were given the option to complete the survey online.

As per normal practice in local government, where a respondent did not answer a particular question or "don't know" was an option, these have been taken out of the result. The term "base" in the tables and charts refer to the number of responses to a particular question. Unless otherwise stated this will refer to all respondents having the opportunity to answer a particular question.

Charts and tables are used throughout the report to assist the interpretation of the results. Where results do not sum to 100% this may be due to multiple responses, (i.e. where respondents are able to select a number of options rather than just one) or computer rounding.

All results in this report are weighted by gender, age, and household composition. This is consistent with previous Residents' Surveys. Where relevant, comparisons with similar questions in the 2012, 2014, 2017 and 2019 Residents' Survey are included to identify trends.

The comparison results by age, gender, and locality are only included in the report if they are statistically significant. When data is weighted small variations in the figures may occur. If a comment on a particular result has not been made, it can be assumed that there is no strong relationship between the two questions, i.e. satisfaction with the authority by age. The significance is calculated by comparing the mean of a category with the overall mean using a "z-test". This establishes the level of significance between the two results. For this report, only results showing a significant relationship between the two have been included (*there is evidence of a relationship, significant at the 1% level or lower*).

3.0 Summary of Results

3.1 About the respondents and their local area

- 86% of those surveyed are satisfied with their local area as a place to live, down five percentage points on 2019.
- Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (58%); health services (58%); access to the countryside (41%); clean streets (35%) and affordable decent housing (30%). Compared with 2019, the top five most important things saw a rise in the proportion of respondents choosing them, with 'access to countryside' seeing a rise of over four percentage points. Public transport saw a fall of 7.5 percentage points in the proportion of residents who thought it most important in making somewhere a good place to live, while cultural facilities saw a 5.8 percentage point fall.
- Health services were considered the most important factor in three of the six localities: Alcester/Bidford, Stratford, and Wellesbourne/Kineton. Level of crime was considered the most important factor in the other three: Henley/Studley, Southam and Shipston.
- Residents were asked to think about their local area and indicate up to five things that most need improving. The top five improvements were: road and pavement repairs (48%); the level of traffic congestion (43%); activities for teenagers (33%); affordable decent housing (30%) and public transport (29%). These have remained the top five priorities over the last four surveys.
- Road and pavement repairs were the factor requiring most improvement in Alcester/Bidford, Henley/Studley, Shipston, Southam and Wellesbourne/Kineton localities, with the level of traffic congestion in Stratford being most important.
- There were four issues which Alcester/Bidford residents felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; level of crime; and health services.
- There were five issues which the residents of Henley/Studley felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; level of traffic congestion; broadband provision; health services; and the level of crime.
- There were five issues which the residents of the Stratford area felt were more important than average and also needed more improvement than average. These were: level of traffic congestion; shopping facilities; affordable decent housing; clean streets; and the level of crime.

- There were four issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; level of traffic congestion; affordable decent housing; and health services.
- There was only one issue which the residents of the Wellesbourne/Kineton area felt was more important than average and also needed more improvement than average, and that was affordable decent housing.
- There were four issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; health services; and the level of crime.
- 72% of respondents felt very or fairly strongly that they belong to their immediate neighbourhood, down three percentage points on 2019.
- 54% of respondents tend to agree or definitely agree that their local area is a place where people from different backgrounds get on well together.
- 77% of respondents felt that their local area economy was OK or better, while 23% felt it could be better or was really struggling. This slightly worse picture than 2019, when 79% thought their local economy was OK or better, and 21% felt it could be better or was really struggling.
- The most mentioned issue on the economy when asked was that there were empty shops on the high street which gave the impression of a struggling local economy: this was mentioned in 17% all comments. 17% of comments said that the lack of diversity in what was on offer on the high street was poor.

3.2 Local Decision Making

- 31% agree that they can influence decisions affecting their local area. This represents a drop of 3 percentage points on 2019, and the lowest result over the ten-year period. More residents than ever over this period strongly disagree that they can influence decision making.
- Only 12% of respondents definitely agree or tend to agree that they can influence housing or economic development within their local area. This is the lowest figure over the ten-year period.
- Only 21% of respondents said that they would never wish to contribute to Council Committee meetings. Almost on equal proportion of respondents would either want to be present in person or were happy to be either in-person or remote. Nearly one in five (18%) would want to contribute via remote methods.

3.3 Information and Council in general

- 41% of respondents tend to or strongly agree that Stratford District Council provides value for money. This is a fall of seven percentage points on 2019, and ten points lower than the peak of satisfaction seen in 2017.
- 63% of respondents agree a great deal or to some extent that Stratford District Council is making the local area a better place to live. This is down two percentage points on 2019, and the lowest figure seen over the past ten years.
- 54% of respondents agree a great deal or to some extent that Stratford District

Council is working to make the area safer. This is up three percentage points on 2019.

- 58% of residents agree a great deal or to some extent that Stratford District Council is working to make the area cleaner and greener, a fall of two percentage points on 2019.
- 36% of respondents felt that the Council were making a great deal of progress or were making progress to some extent in tackling climate change. However, more felt they were not making very much progress and almost a quarter of all respondents felt that the Council had not made any progress at all.
- 35% of respondents felt that SDC had improved town centres in the local area a great deal or to some extent. This sentiment has remained relatively static over the past ten years.
- 33% agreed a great deal or to some extent that SDC involves residents when making decisions - the lowest score over the last ten years. This year's survey saw an increase in the proportion of respondents who felt that SDC does not at all involve residents in decision-making, which at 27% was the highest proportion again seen over the last ten years by some margin.
- 34% of respondents felt agreed that SDC acts on residents' concerns a great deal or to some extent, down two percentage points on 2019.
- The Council website/internet and information provided by the Council remained the most popular methods for finding out about Stratford District Council, with 28% and 25% respectively saying that they used this.
- 57% of respondents felt that SDC keeps residents very or quite well informed about services and benefits. This sentiment has remained fairly static over the last ten years.
- 26% of residents felt very or quite well informed about how they can get involved in decision making. This is the lowest result for the last ten years.
- 47% felt very or fairly well informed on what the Council spends its money on. This is a ten-percentage point drop on 2019, and the lowest score over the last ten years.
- 47% respondents were very or fairly satisfied with SDC's website, compared to 14% who were very or quite dissatisfied. Only 17% said that they never visit the website.

3.4 Stratford District Council Services

- 61% of respondents are fairly or very satisfied with the way Stratford District Council runs things, a fall of 10 percentage points on 2019 and the lowest level since 2012. Dissatisfaction rose by seven percentage points on 2019, up to 21%.
- 62% of respondents said that they were very or fairly satisfied with the way SDC kept public land clear of litter and refuse. At the same time, dissatisfaction has been rising: 23% respondents said that they were very or fairly dissatisfied with this – a rise of 11 percentage points over ten years.
- 83% of residents were very or fairly satisfied with refuse collection in the district. 72% of residents were very or fairly satisfied with doorstep recycling, a drop of

eight percentage points on 2019.

- 71% of residents felt very or fairly satisfied with the parks and open spaces provided by SDC, a slight fall of three percentage points on 2019.
- 59% of those surveyed were satisfied with the play areas provided by SDC. This is seven percentage points lower than 2019.
- 46% of respondents were satisfied with car parking provided by SDC, up five percentage points on 2019 and the highest score recorded over the last ten years.
- 39% of those surveyed were satisfied with the public toilets provided by SDC, up one percentage point on 2019, and the second highest score seen across the last five surveys.
- 59% of respondents were satisfied with grass cutting, the same score as 2019.
- Satisfaction with the way SDC process planning applications has been falling over the past ten years, with 23% of respondents expressing satisfaction.
- 15% of respondents were satisfied with how SDC develops planning policies, a fall of two percentage points on 2019.
- 20% of respondents were satisfied with SDC's housing services, the same score as the previous survey, and still remaining low compared to previous years.
- The proportion of respondents using the sports/leisure facilities provided by SDC, either every day or at least once a week, has remained fairly static over the last ten years, with 19% saying that they did so.
- 52% use SDC's parks and open spaces at least once a week or even almost every day. This is the highest figure seen over the last ten years.
- 19% of those surveyed use SDC's play areas at least once a week or even almost every day, the lowest figure seen over the last ten years.
- 51% of respondents use SDC's car parking facilities at least once a week or even almost every day.
- The proportion of residents who said that they used SDC car parking once a month – at 24% – was higher than previous surveys.

3.5 Community Safety/Anti-social Behaviour

- 69% said they felt either fairly or very safe after dark; this is a lower score than the previous four surveys. 93% of residents felt fairly or very safe during the day.
- The biggest problems in terms of anti-social behaviour were dog fouling and fly tipping, with both seeing 42% respondents saying that they were a very or a fairly big problem.
- 42% of respondents regard dog fouling as a very or fairly big problem. This represents a rise of seven percentage points on 2019.
- 42% of respondents regard fly tipping as a very or fairly big problem. This is a rise of 12 percentage points on 2019.

- 36% of respondents felt that rural crime was a very or fairly big problem, down five percentage points on 2019.
- 29% think people using or dealing drugs are a very or fairly big problem. This is a rise of one percentage point on 2019.
- 29% felt that rubbish or litter lying around was a very big or fairly big problem. This is nine percentage points higher than 2019.
- 29% of respondents thought anti-social vehicle use such as racing was a fairly or big problem.
- 17% of those surveyed believe vandalism, graffiti and other deliberate damage to property or vehicles are a very or fairly big problem. This represents a rise of one percentage point on 2019.
- 15% of respondents were of the opinion that groups hanging around the streets was a very or fairly big problem, down one percentage point on 2019.
- 12% of respondents regard people being drunk or rowdy in public places as a very or fairly big problem, up one percentage point on 2019.
- 8% of residents felt noisy neighbours or loud parties were a fairly or very big problem, down 2 percentage points on 2019.

3.6 Contacting Stratford-on-Avon District Council

- 35% of respondents said that they had not contacted SDC in the last twelve months at all; 43% had contacted SDC once or twice; 15% had contacted SDC three times or more.
- The most popular reason for contacting SDC was to ask for advice or information, with 40% respondents giving this reason; this was closely followed by applying to use a service (38%) and making a payment (36%).
- Telephone has been and continues to be the main method of contacting SDC, with 55% of respondents saying they had used it in this year's survey.
- 71% were very or fairly satisfied with the length of time it took to be dealt with. This represents a fall of four percentage points on 2019.
- 73% were fairly or very satisfied with any information they were given, while 15% were fairly or very dissatisfied.
- 69% were satisfied with the explanation of process procedures and advice, a fall of four percentage points on 2019.
- 76% of residents were very or fairly satisfied with how competent the staff were.
- 75% were satisfied with how helpful the staff were while 12% were dissatisfied – similar results to 2019.
- 67% of those surveyed were very or fairly satisfied with the final outcome, a fall of four percentage points on 2019.
- 69% of residents were fairly or very satisfied with the service they received the last time they made contact with the Council. This represents a fall of three percentage points on 2019.

3.7 Accessing Stratford-on-Avon District Council

- 76% of residents confirmed that they found it fairly or very easy to access SDC services in the last 12 months, down one percentage point on 2019.
- The vast majority of residents (96%) said that they had not contacted SDC officers remotely i.e. via Teams/Zoom during the pandemic.
- 77% of residents would be very or quite willing to use remote technology such as Teams or Zoom to speak to officers. A small proportion – 6% - did not have access to such technology.
- The most popular choice for how residents would like to contact the Council in the future was via email (73%), followed by telephone (62%). Just under half (47%) would like to use the Council website/internet; just under a third (29%) would still like to be able to contact the Council in person at Elizabeth House.

3.8 Assessing the need for digital services/training across the District

- The vast majority of residents (95%) accessed the internet at home. A small proportion (3%) said that they did not have access to the internet at all.
- Residents were most confident about searching for information, using email and doing online shopping, with between 89%-94% very or fairly confident completing these tasks. Some residents were less confident using social media and video calling.
- 21% of respondents said that they would be interested in online skills training if it was held in the local community.
- The proportion of residents saying that their internet connection is acceptable has risen steadily over the last ten years, going from 30% in 2014 to 47% in 2022. Equally, the proportion saying that their connection is not fast enough has dropped, from 28% in 2014 to 13% in 2022. The proportion of residents who say that they do not use the internet has fallen over the last eight years, from 11% in 2014 to 3% in 2022.

3.9 Climate Change

- In general, all actions saw a slight drop on 2019 in what residents said they were already doing. The exceptions were: switching to a renewable energy provider which was up five points to 39%; replacing a petrol or diesel car with an electric one, up five points to 11%; and travelling by private vehicle as little as possible, up one point to 38%.
- There were a few actions which saw a rise in the number of residents saying they would like to do them but need more support. Of these, the most popular were installing renewable energy at home, up seven points to 47%; replacing a petrol or diesel car with an electric one, up five points to 43%; and making their home more energy efficient, up six points to 37%.
- There was a fall in the number of people who said that any one of the actions were not something they would consider doing. The exceptions to this were putting food waste in a caddy for collection and home composting as much garden waste as possible.
- The top action which respondents felt it was important for SDC to take regarding

climate change was tree planting and other natural ways to capture carbon, with 59% respondents choosing this. Investing in renewable energy came second, with 48% respondents choosing it.

3.10 Stratford District Council's Response to Covid

- 60% of respondents were satisfied with SDC's advice and support relating to Covid-19. 6% were dissatisfied.
- Exactly half of respondents were satisfied with the help and support for individuals in need which SDC provided. Dissatisfaction was a little higher than for the more general advice and support – at 14%.
- 44% of respondents were satisfied with the information and support which SDC gave to businesses during the pandemic. 9% were dissatisfied.
- 37% were satisfied with the funding and support which community groups received from SDC, whilst 9% were dissatisfied.
- 61% of respondents were satisfied with the safety of the high street during the pandemic, whilst 11% were dissatisfied.

4.0 Main Findings

4.1 About you and your local area

4.1.1 Satisfaction with the local area as a place to live

86% of those surveyed are satisfied with their local area as a place to live, down five percentage points on 2019 and the lowest score in the last ten years.

Dissatisfaction leapt from 4% in 2019 to 9% in 2022, with 7% fairly dissatisfied and a further 2% very dissatisfied. These dissatisfaction levels are the highest seen over the ten-year period.

Looking at significant 2022 results:

- ❖ Stratford and Wellesbourne/Kinerton residents (both 81%) were less likely to be satisfied. 92% of residents in Henley/Studley area were satisfied.
- ❖ The younger the resident, the less likely they were to be very satisfied with the area as a place to live.

Figure 1: Residents' satisfaction with their local area as a place to live

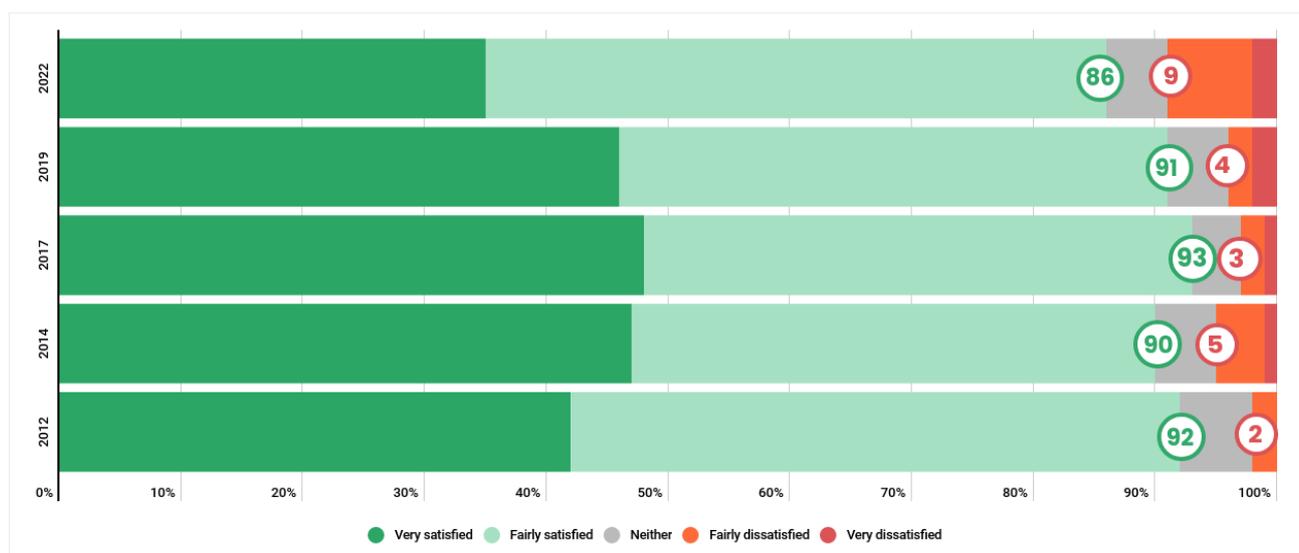


Table 1: Residents' satisfaction with their local area as a place to live, by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	35	51	5	7	2
2019	46	45	4	2	2
2017	48	45	4	2	1
2014	47	43	5	4	1
2012	42	50	6	2	0

Base: (2022: 1,853), (2019: 1,787), (2017: 1,883), (2014: 1,896), (2012: 2,088)

Table 2: Residents' satisfaction with their local area as a place to live, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	42	41	27	45	32	28
Fairly satisfied	50	45	54	44	49	62
Neither satisfied/dissatisfied	1	5	7	5	6	4
Fairly dissatisfied	4	7	9	4	11	4
Very dissatisfied	2	2	3	1	2	3
Base: (All Respondents)	<i>(220)</i>	<i>(270)</i>	<i>(359)</i>	<i>(238)</i>	<i>(182)</i>	<i>(189)</i>

Table 3: Residents' satisfaction with their local area as a place to live by profile

	RESULT %
Total	86
GENDER	
Male	85
Female	88
AGE GROUP	
18-34	84
35-49	87
50-64	85
65+	87
ACCOMMODATION TENURE	
Owned outright	85
Buying on mortgage	88
Rent from housing association/trust	89
Rent from private landlord	76
DISABILITY	
Disability - Yes	80
Disability - No	88
CHILDREN	
Children in household age 17 and under	88
No children in household	86

4.1.2 Satisfaction with the way SDC runs things

61% of respondents are fairly or very satisfied with the way Stratford District Council runs things, a fall of 10 percentage points on 2019 and the lowest level since 2012.

Dissatisfaction rose by seven percentage points on 2019, up to 21%. This is the highest dissatisfaction level seen over the past ten years, and 7 percentage points higher than in 2012 when the same satisfaction score of 61% was recorded.

Looking at significant 2022 results:

- ❖ Wellesbourne/Kineton area (52%) and Stratford-upon-Avon residents (55%) were less likely to be satisfied than the other four areas.
- ❖ Those aged 65 plus were the most satisfied with how SDC runs things at 64%.

Figure 2: Residents' satisfaction with the way SDC runs things

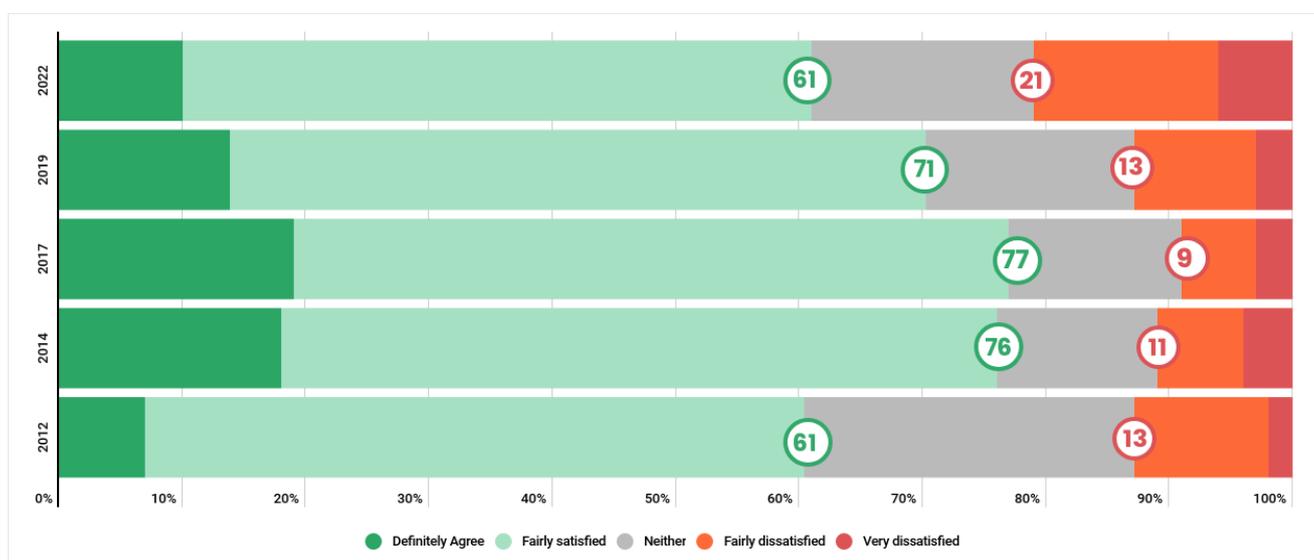


Table 4: Residents' satisfaction with the way SDC runs things, by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	10	51	18	15	6
2019	14	57	17	10	3
2017	19	58	14	6	3
2014	18	58	13	7	4
2012	7	54	27	11	2

Base: (2022: 1,857), (2019: 1,788), (2017: 1,840), (2014: 1,837), (2012: 1,876)

Table 5: Residents' satisfaction with the way SDC runs things, by locality

BY LOCALITY	Henley/ Studley	Alcester /Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	10	18	7	11	5	8
Fairly satisfied	51	54	48	51	47	55
Neither satisfied/dissatisfied	23	14	17	20	27	12
Fairly dissatisfied	11	11	20	15	14	17
Very dissatisfied	5	4	8	3	6	9
Base: (All Respondents)	(220)	(270)	(353)	(235)	(182)	(187)

Table 6: Residents' satisfaction with the way SDC runs things by profile

	RESULT %
Total	61
GENDER	
Male	61
Female	60
AGE GROUP	
18-34	57
35-49	62
50-64	58
65+	64
ACCOMMODATION TENURE	
Owned outright	62
Buying on mortgage	60
Rent from housing association/trust	66
Rent from private landlord	50
DISABILITY	
Disability - Yes	60
Disability - No	61
CHILDREN	
Children in household age 17 and under	63
No children in household	60

4.1.3 Value for Money

41% of respondents tend to or strongly agree that Stratford District Council provides value for money. This is a fall of seven percentage points on 2019, and ten points lower than the peak of satisfaction seen in 2017.

30% tend to or strongly disagree, which has increased five percentage points on 2017, and is the highest level of disagreement over the past ten years of surveys.

Looking at significant 2022 results:

- ❖ Whereas 46% of Southam residents felt SDC provided value for money, this fell to 37% for those living in the Wellesbourne/Kineton area.
- ❖ 46% of those aged 65 plus felt that SDC provides value for money, compared with 35% of those respondents in the 35 to 49 age group category.

SDC RESIDENTS SURVEY 2022

Figure 3: Residents' agreement that SDC provides value for money



Table 7: Residents' agreement that SDC provides value for money, by year

	<i>Strongly Agree</i> %	<i>Tend to Agree</i> %	<i>Neither</i> %	<i>Tend to Disagree</i> %	<i>Strongly Disagree</i> %
2022	5	36	30	21	9
2019	8	40	29	17	6
2017	8	43	31	14	4
2014	6	44	33	14	4
2012	2	33	43	18	3

Base: (2022: 1,857), (2019: 1,788), (2017: 1,840), (2014: 1,837), (2012: 1,876)

Table 8: Residents' satisfaction with their local area as a place to live, by locality

BY LOCALITY	<i>Henley/ Studley</i>	<i>Alcester/ Bidford</i>	<i>Stratford</i>	<i>Shipston</i>	<i>Welles-bourne/ Kineton</i>	<i>Southam</i>
	%	%	%	%	%	%
Strongly agree	4	6	5	4	4	6
Tend to agree	34	35	33	38	33	40
Neither agree nor disagree	39	28	28	26	37	24
Tend to disagree	17	19	27	22	15	18
Strongly disagree	6	12	6	10	11	11
Base: (All Respondents)	(217)	(267)	(350)	(230)	(179)	(187)

4.1.4 What's important in making somewhere a good place to live

Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (58.3%); health services (57.5%); access to the countryside (40.5%); clean streets (35.3%) and affordable decent housing (30.4%).

Compared with 2019, the top five most important things saw a rise in the proportion of respondents choosing them, with 'access to countryside' seeing a rise of over four percentage points.

Public transport saw a fall of 7.5 percentage points in the proportion of residents who thought it most important in making somewhere a good place to live, while cultural facilities saw a 5.8 percentage point fall. These drops are likely a result of the Covid-19 pandemic which impacted heavily on the use of both by the public: concerns about public health safety in using public transport has meant usage has decreased over the last two years; and lockdowns over the same period led to closure of cultural facilities and a consequent change in behaviour of residents in spending their spare time with outdoor activities becoming more popular.

Looking at significant 2022 results:

- ❖ **Access to the countryside** was significantly more important for respondents living in Shipston than those living in Stratford. It was more important than any other age group for the 18- to 34-year-olds.
- ❖ **Activities for teenagers** was more important to those in the 35- to 49-year-old age group and to those living in Stratford town.
- ❖ **Affordable decent housing** was most important to the 18- to 34-year-old age group (37%). Women were more likely than men to say that affordable, decent housing was important (36% vs 26%). Those living on the Henley/Studley area were significantly less likely to say it is important (19%).
- ❖ **Broadband provision** was significantly less important for respondents living in Stratford locality, than for those living in Shipston locality.
- ❖ **Clean streets** were more important to those aged 35 to 49 (41%).
- ❖ **Cultural facilities** were more important in Stratford locality and less so in Shipston area.
- ❖ **Education provision** was more important for those aged 35-49 (37%) than other age groups. It was more important to those living in Southam (35%) than Shipston (25%).
- ❖ Those aged 18-34 were more likely than other groups to say that **facilities for young children** were important (20%). In Southam at 14%, this was double all other areas.
- ❖ 69% of those aged 65 plus felt **health services** were in the top five most important. 70% of those residents living in the Alcester/Bidford area said it was important, compared with 52% in Henley/Studley.
- ❖ **Job prospects** was more important for those living in Stratford at 16%, compared with Southam at 6%.
- ❖ In terms of **level of crime**, 68% of the 35-to-49-year age group placed it in their top five most important. In comparison, 44% of over 65s put it in theirs. In terms of locality 65% of Wellesbourne/Kinerton residents felt it important, compared with 53% in

Stratford town.

- ❖ For **level of pollution**, Henley/Studley and Wellesbourne/Kineton residents felt it was more important than the other areas.
- ❖ Those in the 18- to 34-year-old category were less likely to have the **level of traffic congestion** as an important issue. It was more important to those living in Stratford town.
- ❖ **Parks and open spaces** were higher in importance the younger the respondents were, 38% for 18- to 34-year-olds to 20% of those in the 65 plus age group. It was more important for those living in Stratford town and Southam.
- ❖ **Public transport** at 24% was in the top five most important for those 65 plus. It was more important for those in Shipston and Wellesbourne/Kineton than in Stratford.
- ❖ **Road and pavement repairs** at 27% were important to those aged 65 plus, but less of importance to those living in Stratford town (18%). Men were more likely to rate road and pavement repairs as important (28% vs 18% women).
- ❖ **Shopping facilities** was more important for over 65s at 30% than younger people (17%) and for those living in Shipston and Stratford, than those living elsewhere.
- ❖ **Transport links** was more important for those aged 18 to 34 at 24% and for those living in Henley/Studley (22%).

Table 9: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

	2014 %	2017 %	2019 %	2022 %	% Difference on 2019
The level of crime	57.1	57.3	55.7	58.3	+2.6
Health services	55.9	56.8	56.5	57.5	+1.0
Access to countryside	37.4	44.2	36.4	40.5	+4.1
Clean streets	41.5	38.4	32.1	35.3	+3.2
Affordable decent housing	30.1	27.2	29.3	30.4	+1.1
Education provision	36.3	34.8	30.2	28.8	-1.4
Parks and open spaces	21.8	25.5	26.9	28.0	+1.1
Level of traffic congestion	30.4	29.0	25.1	25.4	+0.3
Road and pavement repairs	25.1	20.6	19.9	23.3	+3.4
Shopping facilities	25.8	20.7	23.0	23.1	+0.1
Broadband provision	-	-	21.9	21.3	-0.6
Transport links	-	16.2	18.3	17.9	-0.4
Public transport	23.0	18.5	22.0	14.5	-7.5
Job prospects	18.2	14.6	13.0	12.0	-1.0
Activities for teenagers	13.4	10.8	10.1	11.7	+1.6
Sports and leisure facilities	14.7	11.4	12.6	11.5	-1.1
The level of pollution	9.2	12.8	11.8	11.4	-0.4
Community activities	12.1	12.4	11.3	9.7	-1.6
Cultural facilities	14.0	13.7	14.8	9.0	-5.8
Facilities for young children	12.8	13.0	10.2	8.4	-1.8
Activities for older people	-	-	-	7.8	-
Other	2.7	1.7	1.3	3.5	+2.2
Base: (All Respondents)	(1,687)	(1,644)	(1,563)	(1,731)	

60 responses were received to 'other'. These covered a range of topics including footpaths, services, speeding, activities and facilities.

The main topics which emerged from the 'other' responses are summarised below.

Table 10: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? Other responses

Topic	Number of comments	% comments
Services	10	17
Footpaths	9	15
Speeding	6	10
Environment/biodiversity	5	8
Planning	5	8
Activities	4	7
Facilities	4	7
Parking	3	5
Anti-social behaviour	2	3
Atmosphere	2	3
Disability issues	2	3
Litter	2	3
Waste collection	2	3
Miscellaneous	4	7
Base: (All respondents)	(60)	

4.1.5 Most important in making somewhere a good place to live – by localities, compared to previous years?

Health services were considered the most important factor in three of the six localities: Alcester/Bidford, Stratford, and Wellesbourne/Kinoton. Level of crime was considered the most important factor in the other three: Henley/Studley, Southam and Shipston.

Most important in making somewhere a good place to live – Alcester/Bidford Locality

Health services was the most important factor for Alcester/Bidford residents at 70% (up 13 points), closely followed health services at 57%.

Table 11: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

ALCESTER/BIDFORD LOCALITY	2014 %	2017 %	2019 %	2022 %
Health services	61	61	57	70
Level of crime	59	62	58	57
Access to countryside	41	49	39	44
Clean streets*	40	38	32	36
Affordable decent housing*	-	-	-	33
Base: (All Respondents)	(276)	(291)	(269)	(256)

*New into the top five 2022

Most important in making somewhere a good place to live – Henley/Studley Locality

The level of crime remained the most important factor across the four surveys for those living in the Henley/Studley locality, followed by health services.

Table 12: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

HENLEY/STUDLEY LOCALITY	2014 %	2017 %	2019 %	2022 %
Level of crime	58	63	61	63
Health services	54	63	57	52
Access to countryside	46	51	42	45
Clean streets	43	45	33	34
Level of traffic congestion	35	33	29	30
Education provision*	-	-	-	30
Base: (All Respondents)	(242)	(284)	(216)	(203)

*New into the top six 2022

Most important in making somewhere a good place to live - Shipston Locality

Level of crime is the most important issue for those living in Shipston locality followed closely by health services and access to the countryside.

Table 13: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

SHIPSTON LOCALITY	2014 %	2017 %	2019 %	2022 %
Level of crime	62	47	57	56
Health services	64	65	54	53
Access to countryside	41	51	45	52
Affordable decent housing	32	32	35	32
Clean streets*	-	-	-	31
Base: (All Respondents)	(235)	(271)	(246)	(229)

*New into the top five 2022

Most important in making somewhere a good place to live – Southam Locality

Level of crime rose six percentage points to 60%, becoming the most important issue for residents of Southam locality. Health services fell by four percentage points to 53%, but still a high priority for residents in second place.

Table 14: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

SOUTHAM LOCALITY	2014 %	2017 %	2019 %	2022 %
Level of crime	54	61	54	60
Health services	53	49	57	53
Access to countryside	41	47	36	43
Education provision	44	43	41	35
Clean streets	41	39	31	35
Base: (All Respondents)	(295)	(198)	(206)	(177)

Most important in making somewhere a good place to live – Stratford Locality

Health services remained as the most important aspect for those living in Stratford. The other top four things retain the same ranking position as the previous survey.

Table 15: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

STRATFORD LOCALITY	2014 %	2017 %	2019 %	2022 %
Health services	51	49	56	56
Level of crime	56	55	54	53
Clean streets	44	35	38	39
The level of traffic congestion	42	35	35	35
Parks and open spaces	30	32	34	35
Base: (All Respondents)	(410)	(380)	(307)	(335)

Most important in making somewhere a good place to live – Wellesbourne/ Kineton Locality

Level of crime rose 18 percentage points as the most important issue in the locality. Health services remained high at 60%. Affordable decent housing is now in the top five.

Table 16: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

WELLESBOURNE/KINETON LOCALITY	2014 %	2017 %	2019 %	2022 %
Level of crime	57	55	47	65
Health of services	57	56	59	60
Access to countryside	44	51	34	39
Clean streets	46	40	30	34
Affordable decent housing*	24	32	31	33
Base: (All Respondents)	<i>(216)</i>	<i>(203)</i>	<i>(206)</i>	<i>(167)</i>

*New into the top five 2022

4.1.6 What things most need improving?

Residents were asked to think about their local area and indicate up to five things that most need improving. The top five improvements were: road and pavement repairs (48.3%); the level of traffic congestion (42.9%); activities for teenagers (33.3%); affordable decent housing (30.2%) and public transport (28.7%).

These have remained the top five priorities over the last four surveys; however, there have been some changes over this time in the amount of support each option has had. Notably, the proportion of residents who said the level of traffic congestion needed improvement has declined over the last eight years, from 51.2% in 2012 to 42.9% in 2022; the proportion thinking the level of crime needed improvement has risen significantly, from 13.3% in 2012 to 24.6% in 2022; and the proportion who think health services and shopping facilities need improvement have seen similar rises over this period, from 17.9%/17.8% to 23.9%/23.6% respectively.

Looking at significant 2022 results:

- ❖ Those aged 35-49 were more likely to see **activities for teenagers** as needing improvement. Those in Wellesbourne/Kineton area were less likely to feel it was important. Women were more likely than men to say that activities for teenagers (40% vs 29%) needs improvement.
- ❖ For **activities for older people**, 15% in Alcester/Bidford felt it required improving, the highest level.
- ❖ **Affordable decent housing** was more an important issue for residents of Alcester/Bidford (38%) than those living in Henley/Studley locality (24%). Those aged 35-49 were least likely to say affordable decent housing needs improving. Women were more likely than men (34% vs 27%) to say that it needs improvement.
- ❖ **Broadband provision** was particularly less a need for residents of Stratford (7%) than other localities. Those aged 35-49 were more likely to say broadband provision needs improving.
- ❖ **Clean streets** were an important issue for those in Stratford town (23%).
- ❖ **Facilities for young children** was the least important by far for those in Shipston locality at 5%. Those aged 18-34 were more likely to say that facilities for young

children need improvement.

- ❖ **Health services** were considered more in need of improvement by those living in Shipston locality than those in any other area (38%). Those aged 18-34 were less likely to put down health services requiring improvement than other age groups.
- ❖ **Job prospects** was less important for those living in the Henley/Studley area (6%). Those aged 18-34 were more likely to say that job prospects need improvement. Women were more likely than men to say that job prospects (17% vs 10%) need improvement.
- ❖ **Level of crime** was particularly considered in need of improvement by those in Henley/Studley locality compared to other areas (37%). In comparison it was 16% in Shipston. The level of crime is more likely to need improving from the 65 plus age group (30%). Men were more likely than women to say that level of crime (28% vs 20%) need improvement.
- ❖ **Level of pollution** was considered less in need of improvement in Southam than any other area (3%).
- ❖ **Level of traffic congestion** remained significantly more in need of improvement for residents of Stratford (69%) than other areas. Southam was 26% in comparison. Those aged 18-34 were less likely to put down the level of traffic congestion requiring improvement than other age groups.
- ❖ For **parks and open spaces**, 19% of Southam locality residents felt improvement was necessary. Those aged 18-34 were more likely to say that parks and open spaces need improvement.
- ❖ **Public transport** was considered less in need of improvement in Stratford (16%) than in all other areas. The highest figures were in Southam (39%) and Shipston area (38%). Public transport was seen as needing improvement by those in the 50-64 age group more than other age groups (36%).
- ❖ Those aged 65+ were more likely to see **road and pavement repairs** as needing improvement (57%). By locality, Alcester/Bidford residents were less likely to say improvement necessary at 43%. Men were more likely than women to say that road and pavement repairs (52% vs 43%) need improvement.
- ❖ **Shopping facilities** was considered in need of improvement by Stratford (32%) and Southam (31%) residents more than residents in other areas. Those in the younger age groups were more likely to say that shopping facilities need improving than those aged 65+. Women were more likely than men to say shopping facilities (28% vs 20%) needs improvement.
- ❖ Alcester/Bidford residents at 17% was the highest improvement score for **sports and leisure facilities**. Those in the younger age groups were more likely to say they need improving than those aged 65+.
- ❖ Those aged 18-34 were more likely to say that **transport links** need improvement.

SDC RESIDENTS SURVEY 2022

Table 17: Thinking about this local area, which of the things below, if any, do you think most needs improving?

	2014 %	2017 %	2019 %	2022 %	% Difference on 2019
Road and pavement repairs	46.4	45.1	44.4	48.3	+3.9
Level of traffic congestion	51.2	50.4	45.8	42.9	-2.9
Activities for teenagers	36.2	32.1	34.2	33.3	-0.9
Affordable decent housing	29.2	29.2	28.4	30.2	+1.8
Public transport	31.5	32.0	31.6	28.7	-2.9
The level of crime	13.3	14.2	27.0	24.6	-2.4
Health services	17.9	18.0	19.3	23.9	+4.6
Shopping facilities	17.8	16.6	19.1	23.6	+4.5
Transport links	-	23.4	22.5	22.9	+0.4
Clean streets	11.8	13.7	13.1	17.3	+4.2
Broadband provision	-	-	21.7	16.6	-5.1
Facilities for young children	15.1	15.8	12.9	14.9	+2.0
Job prospects	17.7	13.6	12.8	13.0	+0.2
Sports and leisure facilities	17.0	11.9	9.8	12.6	+2.8
Parks and open spaces	8.4	8.7	6.8	11.3	+4.5
The level of pollution	5.7	8.6	10.1	11.0	+0.9
Other	6.5	7.5	7.9	10.7	+2.8
Activities for older people	-	-	-	10.1	-
Community activities	9.4	10.9	10.4	7.8	-2.6
Cultural facilities	8.8	8.1	6.6	7.0	+0.4
Education provision	7.6	7.8	6.5	6.0	-0.5
Access to the countryside	4.2	3.2	3.4	3.6	+0.2
None of these	0.4	0.2	0.5	0.4	-0.1
Base: (All Respondents)	(1,732)	(1,674)	(1,582)	(1,699)	

SDC RESIDENTS SURVEY 2022

164 responses were received to 'other'. These covered very similar topics to those received in the previous question on what is important. The main topics are summarised in the table below.

Table 18: Thinking about this local area, which of the things below, if any, do you think most needs improving? Other

Topic	Number of comments	% of comments
Speeding	26	16
Parking	20	12
Services	14	9
Planning/development	12	7
Footpaths	11	7
Verges/street lighting	10	6
Facilities	9	5
Town centre	9	5
Environment/biodiversity/climate	8	5
Roads	7	4
Water issues	7	4
Litter	5	3
Activities	4	2
Disability issues	3	2
EV charging	3	2
Miscellaneous	7	4
Base: (All Respondents)	(164)	

4.1.7 What things most need improving, by localities, compared to previous years?

Road and pavement repairs were the factor requiring most improvement in Alcester/Bidford, Henley/Studley, Shipston, Southam and Wellesbourne/Kinerton localities, with **the level of traffic congestion** in Stratford being most important.

What things most need improving – Alcester/Bidford Locality

Road and pavement repairs remained the aspect which most needed improving for Alcester/Bidford residents at 43%. Affordable decent housing is now in the top five aspects requiring improvement.

Table 19: Thinking about this local area, which of the things below, if any, do you think most needs improving?

ALCESTER/BIDFORD LOCALITY	2014 %	2017 %	2019 %	2022 %
Road & pavement repairs	49	41	41	43
Affordable decent housing	-	-	-	38
Activities for teenagers*	40	29	32	35
The level of traffic congestion	36	41	39	33
Level of crime	16	19	32	31
Base: (All Respondents)	(285)	(304)	(270)	(250)

What things most need improving – Henley/Studley Locality

For Henley/Studley locality residents, roads and pavement repairs is now the most important thing which most needed improving, up five percentage points at 52%. The level of crime rose into the top five at 37%.

Table 20: Thinking about this local area, which of the things below, if any, do you think most needs improving?

HENLEY/STUDLEY LOCALITY	2014 %	2017 %	2019 %	2022 %
Road & pavement repairs	46	41	43	52
Level of traffic congestion	43	51	47	45
Level of crime*	-	-	-	37
Activities for teenagers	36	24	28	34
Public transport	40	29	35	28
Base: (All Respondents)	(248)	(288)	(218)	(200)

What things most need improving – Shipston Locality

Road and pavement repairs remained the most important factor in Shipston locality, with a 9-percentage point-increase to 50%. The level of traffic congestion rose into the top five at 38%.

Table 21: Thinking about this local area, which of the things below, if any, do you think most needs improving?

SHIPSTON LOCALITY	2014 %	2017 %	2019 %	2022 %
Road & pavement repairs	49	53	41	50
Public transport	37	40	34	38
Level of traffic congestion*	-	-	-	38
Health services	25	20	34	38
Activities for teenagers	38	34	31	33
Base: (All Respondents)	(248)	(271)	(255)	(220)

*New into the top five 2022

What things most need improving – Southam Locality

Road and pavement repairs remained the most important issue for improvement in Southam locality. Shopping facilities and affordable decent housing are now in the top five.

Table 22: Thinking about this local area, which of the things below, if any, do you think most needs improving?

SOUTHAM LOCALITY	2014 %	2017 %	2019 %	2022 %
Road & pavement repairs	47	44	41	50
Public transport	26	38	40	39
Activities for teenagers	37	28	39	36
Shopping facilities*	-	-	-	31
Affordable decent housing*	-	-	-	27
Base: (All Respondents)	(293)	(197)	(208)	(173)

*New into the top five 2022

What things most need improving - Stratford Locality

The level of traffic congestion remained the issue most needing improvement in Stratford, falling however from 78% to 69%. Road and pavement repairs decreased six percentage points to 46%.

Table 23: Thinking about this local area, which of the things below, if any, do you think most needs improving?

STRATFORD LOCALITY	2014 %	2017 %	2019 %	2022 %
Level of traffic congestion	78	82	78	69
Road & pavement repairs	37	45	52	46
Activities for teenagers	36	38	42	33
Shopping facilities	18	17	25	32
Affordable decent housing	33	32	30	29
Base: (All Respondents)	(425)	(389)	(318)	(338)

What things most need improving – Wellesbourne/Kineton Locality

Road and pavement repairs replaced the level of traffic congestion as the issue most in need of improvement for Wellesbourne/Kineton residents, rising six percentage points to 53%. The level of traffic congestion went from 48% in 2019 to 30% in 2022.

Table 24: Thinking about this local area, which of the things below, if any, do you think most needs improving?

WELLESBOURNE/KINETON LOCALITY	2014 %	2017 %	2019 %	2022 %
Road & pavement repairs	60	49	47	53
Public transport*	-	-	-	34
The level of traffic congestion	38	44	48	30
Affordable decent housing*	-	-	-	30
Transport links	-	17	30	26
Activities for teenagers	32	37	30	26
Base: (All Respondents)	<i>(220)</i>	<i>(197)</i>	<i>(155)</i>	<i>(167)</i>

**New into the top six 2022*

4.1.8 What is important versus what needs improving?

By plotting the results on the chart below and comparing what is important against aspects that need improving, it becomes clear as to what residents see as the priorities for improvement.

The charts below do just this; the average in each chart is derived by taking the average percentage of residents across those who chose different issues as being in their top five most important and most in need of improvement and cross-tabulating them. The chart was split into four quarters using the average measure for each. Every issue was then plotted according to the percentage of respondents who thought it was most important versus most in need of improvement. The upper right-hand box contains the issues which residents considered both most important and most in need of improvement.

Overall district results

There were four issues which residents across the district felt were of above average importance and needed more improvement than average. These were: the level of traffic congestion; affordable decent housing; health services; and the level of crime.

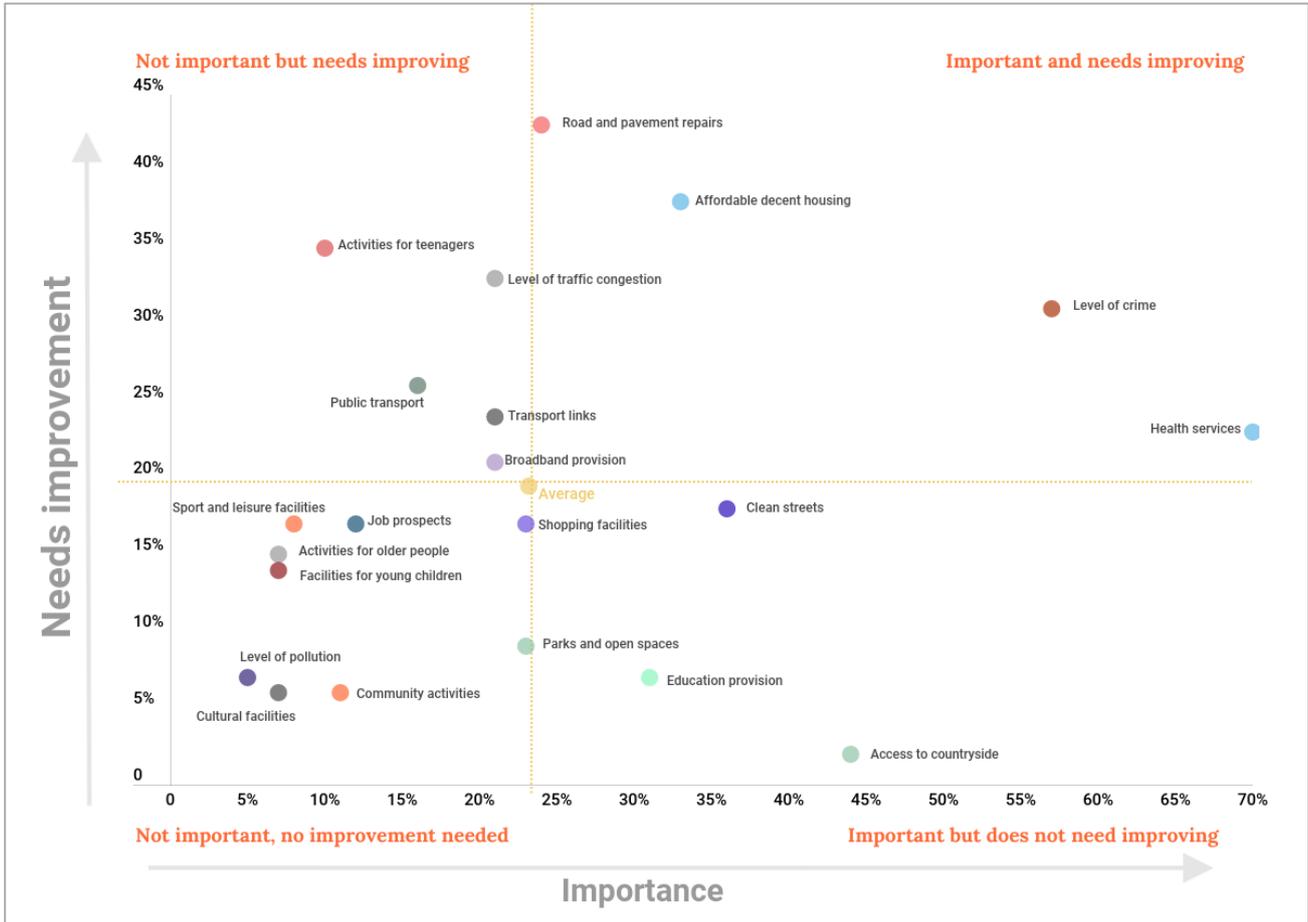
Figure 4: Importance versus Improvement: Stratford District



Alcester/Bidford

There were four issues which Alcester/Bidford residents felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; level of crime; and health services.

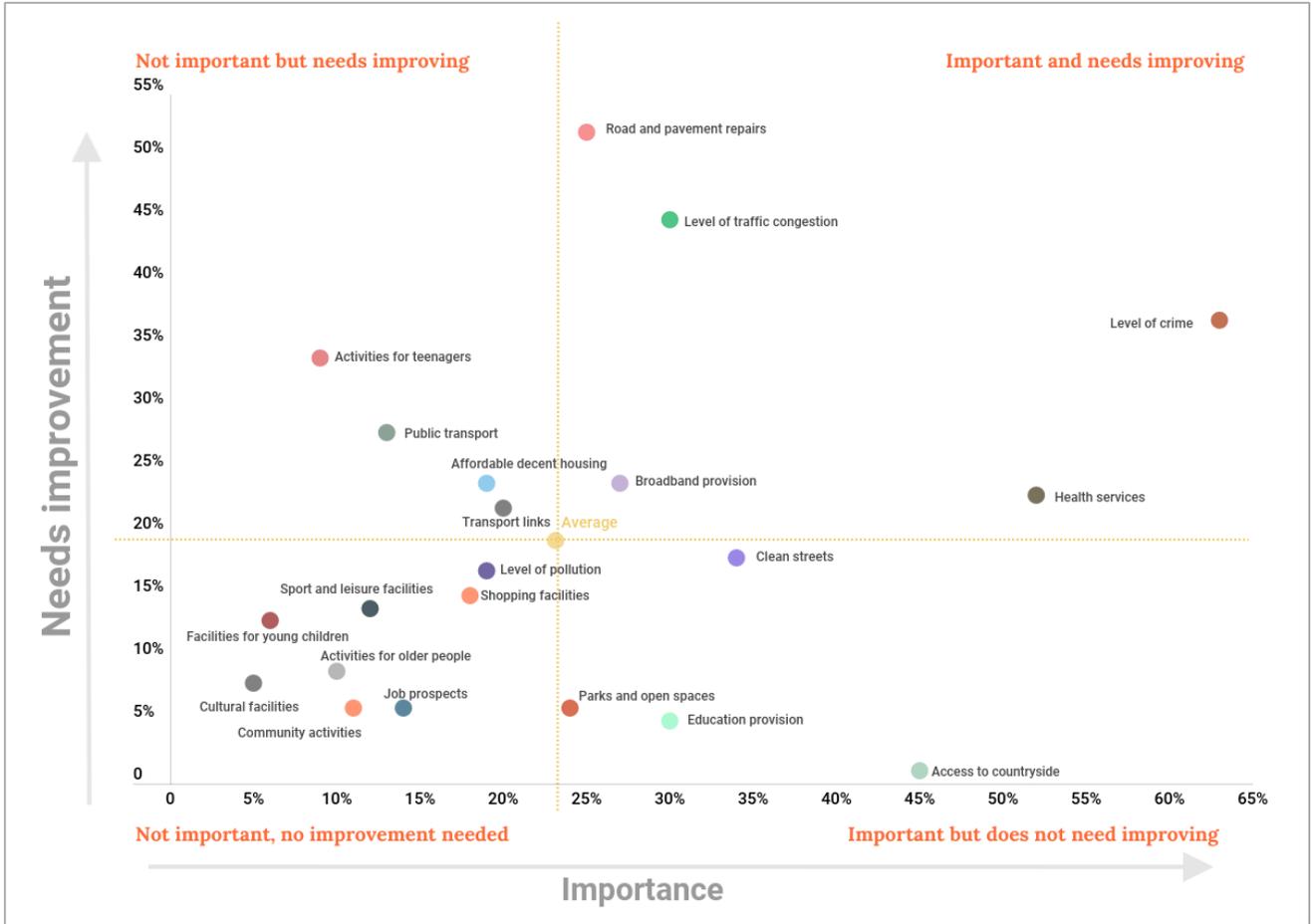
Figure 5: Importance versus Improvement: Alcester/Bidford Locality



Henley/Studley

There were five issues which the residents of Henley/Studley felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; level of traffic congestion; broadband provision; health services; and the level of crime.

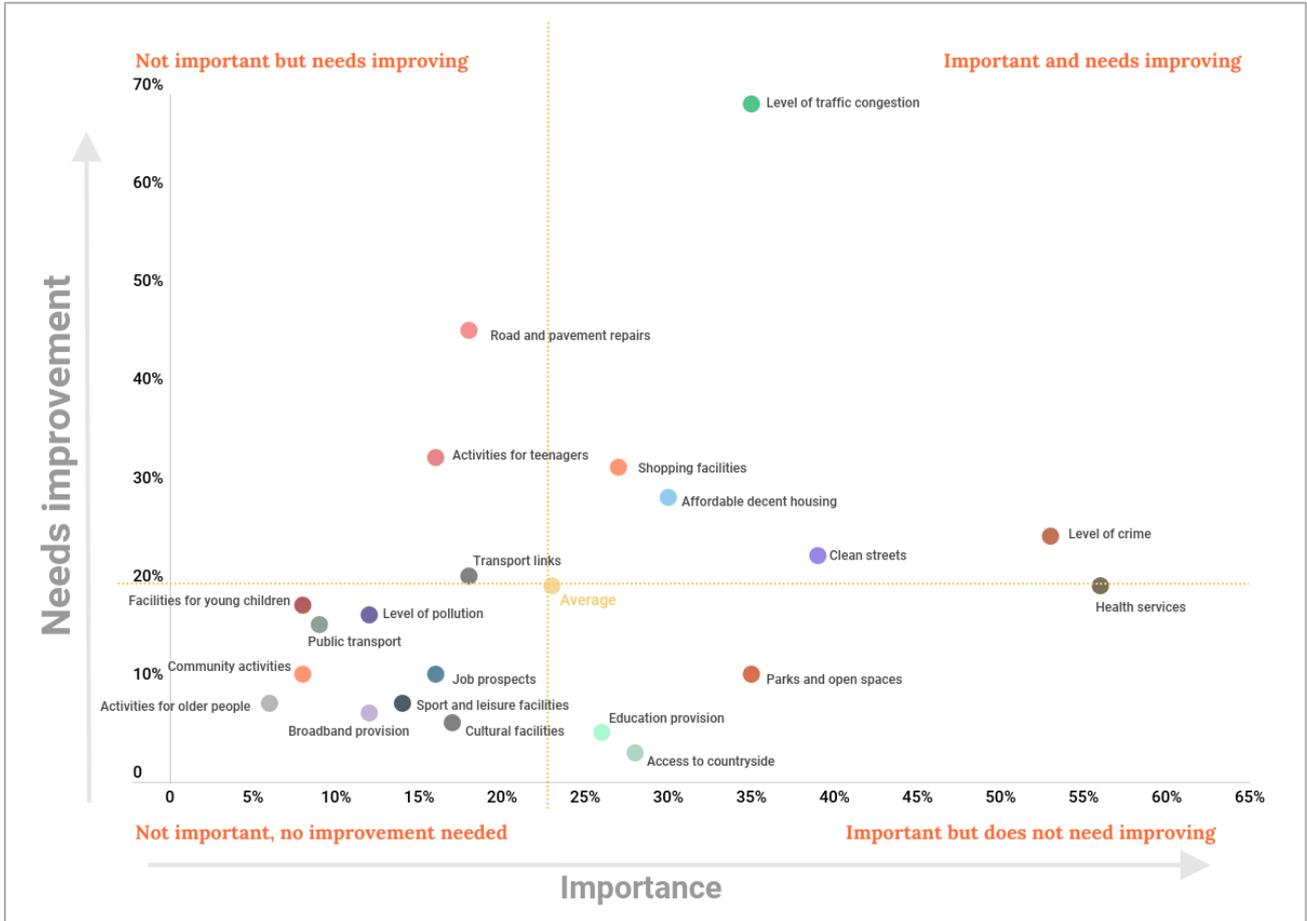
Figure 6: Importance versus Improvement: Henley/Studley Locality



Stratford

There were five issues which the residents of the Stratford area felt were more important than average and also needed more improvement than average. These were: level of traffic congestion; shopping facilities; affordable decent housing; clean streets; and the level of crime.

Figure 7: Importance versus Improvement: Stratford Locality



Shipston

There were four issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; level of traffic congestion; affordable decent housing; and health services.

Figure 8: Importance versus Improvement: Shipston Locality



Wellesbourne/Kineton

There was only one issue which the residents of the Wellesbourne/Kineton area felt was more important than average and also needed more improvement than average, and that was affordable decent housing.

Figure 9: Importance versus Improvement: Wellesbourne/Kineton Locality



Southam

There were four issues which the residents of the Shipston area felt were more important than average and also needed more improvement than average. These were: road and pavement repairs; affordable decent housing; health services; and the level of crime.

Figure 10: Importance versus Improvement: Southam Locality



4.1.9 Strength of belonging to local area

72% of respondents felt very or fairly strongly that they belong to their immediate neighbourhood, down three percentage points on 2019.

Looking at significant 2022 results:

- ❖ Fewer people in Wellesbourne/Kineton and Southam localities (69% and 67%), felt that they belong very or fairly strongly to their local area.
- ❖ Those aged 18-34 were the least connected to their local area, being significantly more likely to say they feel they belong not at all strongly or not very strongly than other age groups.

Figure 11: How strongly do you feel you belong to your local area?

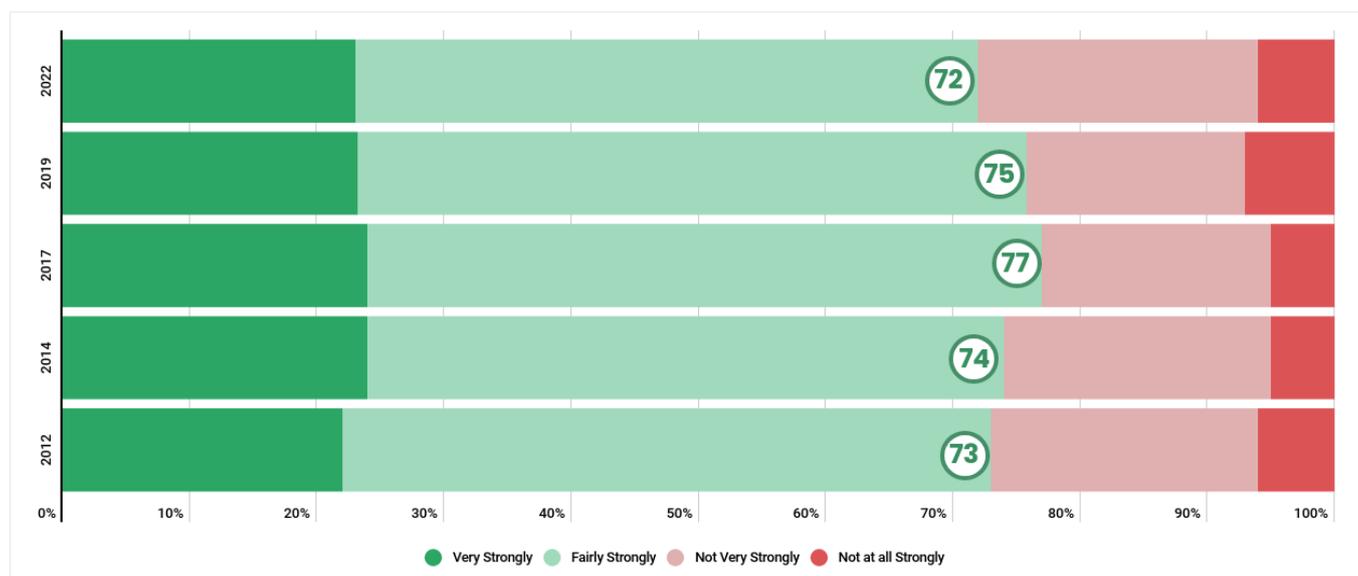


Table 25: How strongly do you feel you belong to your local area? by year

	<i>Very Strongly</i> %	<i>Fairly Strongly</i> %	<i>Not very Strongly</i> %	<i>Not at all Strongly</i> %
2022	23	49	22	6
2019	23	52	17	7
2017	24	53	18	5
2014	24	50	21	5
2012	22	51	21	6

Base: (2022: 1,746), (2019: 1,730), (2017: 1,763), (2014: 1,801), (2012: 2,035)

Table 26: How strongly do you feel you belong to your local area? by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very strongly	24	32	21	20	20	21
Fairly strongly	55	43	49	54	49	46
Not very strongly	16	20	21	21	22	29
Not at all strongly	5	5	8	5	9	3
Base: (All Respondents)	(196)	(252)	(329)	(218)	(168)	(176)

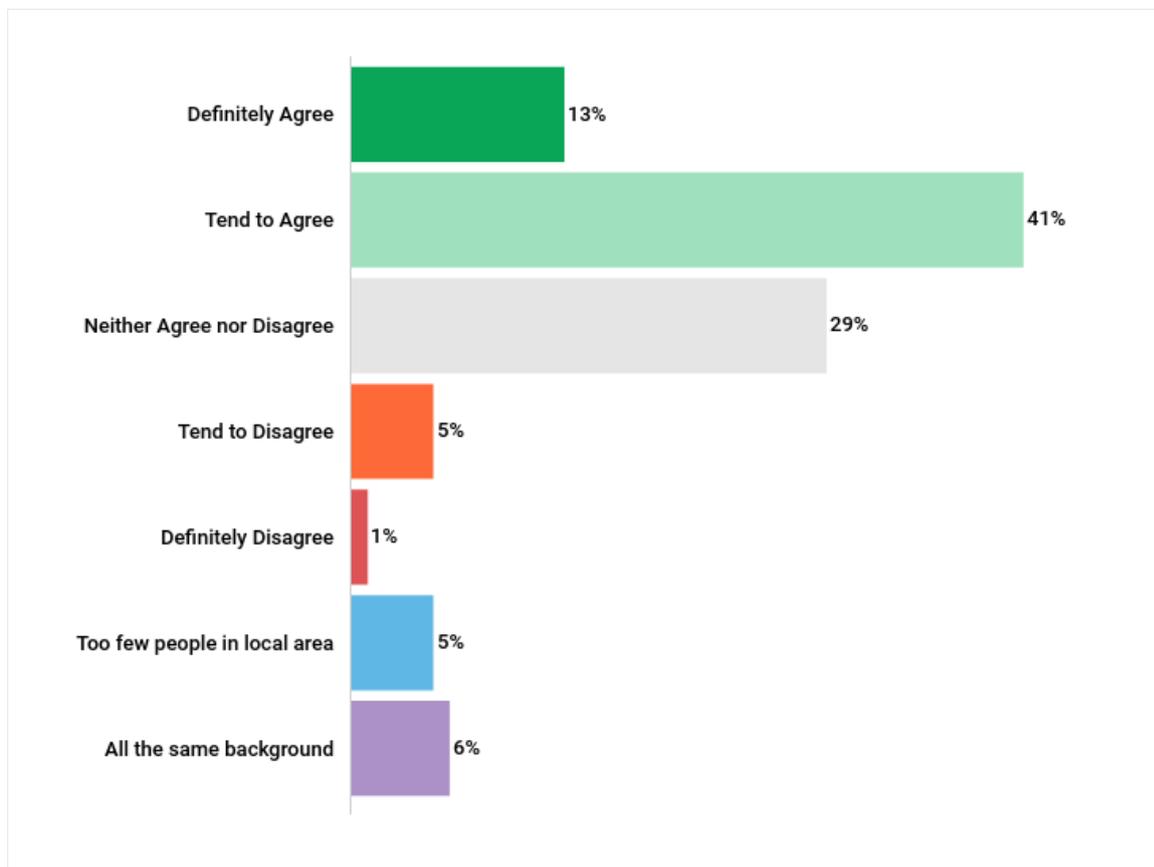
4.1.10 How well people from different backgrounds get on together

54% of respondents tend to agree or definitely agree that their local area is a place where people from different backgrounds get on well together. This is much lower than previous years. The proportion of respondents who tended to disagree or definitely disagreed with this statement was 6%, again much lower than previous years. The 2022 survey included the choice 'neither agree nor disagree', whereas previous surveys did not; it is very likely that providing this option means that fewer respondents chose 'tend to agree' or 'tend to disagree' than previously.

Looking at significant 2022 results:

- ❖ Whereas 60% of Stratford residents agree with the statement, this reduces to 49% of those living in the Shipston and Southam areas.
- ❖ Those aged 34 to 49 (57%) were more likely to be in agreement than other age groups.

Figure 12: Local area is a place where people from different backgrounds get on well together



Base: (2022: 1,832)

Table 27: Local area is a place where people from different backgrounds get on well together by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Definitely agree	15	13	12	15	16	10
Tend to agree	36	45	48	34	40	39
Neither agree nor disagree	30	26	30	24	24	40
Tend to disagree	9	3	5	7	1	2
Definitely disagree	0	0	2	3	1	1
Too few people in local area	3	7	2	6	10	2
All the same background	7	7	1	11	8	7
Base: (All Respondents)	(202)	(242)	(309)	(216)	(167)	(176)

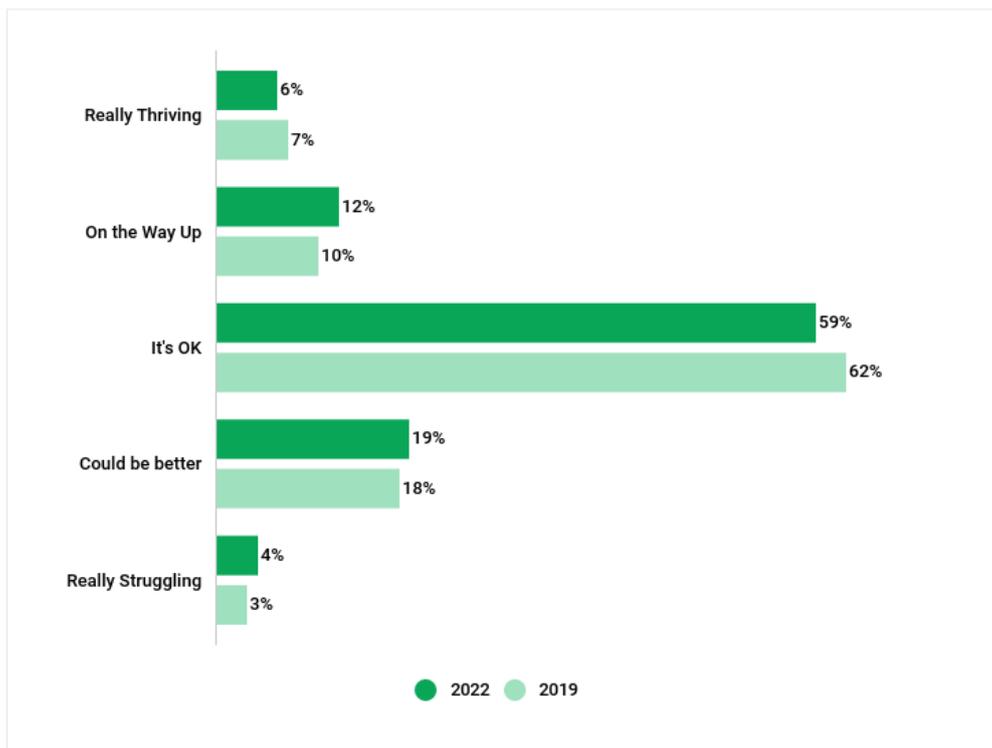
4.1.11 State of the economy in the local area

77% of respondents felt that their local area economy was OK or better, while 23% felt it could be better or was really struggling. This slightly worse picture than 2019, when 79% thought their local economy was OK or better, and 21% felt it could be better or was really struggling.

Looking at significant 2022 results:

- ❖ Respondents living in Henley/Studley and Wellesbourne/Kineton localities were more likely to say that their local economy was really thriving or on the way up than those living in the other localities.
- ❖ Respondents living in Stratford were more likely to say that their local economy could be better (32%).
- ❖ Those aged 18-34 were significantly more likely to say that their local area economy was “really thriving” or “on the way up” than other age groups.
- ❖ More women than men felt the economy in their local area could be better or was really struggling (25% vs 21%).

Figure 13: State of the economy in the local area



Base: (2022: 1,841); (2019: 1,780)

Table 28: State of the economy in the local area by locality

BY LOCALITY	Henley / Studley	Alcester/ Bidford	Stratford	Shipston	Welles-bourne/ Kineton	Southam
	%	%	%	%	%	%
Really thriving	14	3	5	10	5	4
On the way up	9	13	12	10	20	10
It is OK	57	60	44	63	64	72
Could be better	15	19	32	14	8	13
Really struggling	5	4	6	3	2	1
Base: (All Respondents)	(205)	(257)	(335)	(216)	(167)	(178)

Those who had responded 'Could be better' or 'Really struggling' were then asked to provide reasons as to why they had done so. 362 responses were received.

These responses were analysed and a number of themes emerged.

The most mentioned issue was that there were **empty shops** on the high street which gave the impression of a struggling local economy: this was mentioned in 17% all comments. This was in some cases associated with **businesses struggling** due to **rates** and **rents** which were too high, or a **lack of customers** due to pressure on **incomes/poverty**, and **rising costs**.

17% comments said that the lack of **diversity** in what was on offer on the high street was poor, with residents expressing a need for a better variety of retail including more clothing shops, and a better selection of restaurants. Some comments referred to a lack of nightlife and leisure facilities which would benefit the younger population.

9% comments made reference to their local town centre **environment** not being very attractive: either it was not clean, there was a problem with litter or they felt no attempt had been made to make it look attractive. Some comments mentioned the need for pedestrianisation, for planting trees and generally 'greening' their town centre.

7% comments mentioned the **lack of jobs**, or of better paid jobs, in their local area. This was mentioned in association with the **lack of affordable housing**, meaning that sometimes people were not able to live in the area as their incomes were too low to afford local housing.

5% comments mentioned **parking** and how difficulties associated with parking were putting customers off coming into town. Similarly, another 5% mentioned how **road** issues such as traffic congestion and roadworks were off-putting to would-be customers.

4% comments mentioned **tourism**; many of these talked about there being no more need for hotels but would rather buildings in (Stratford) town centre were used for retail or leisure, while other respondents felt that **tourists were catered for more than locals**.

Table 29: State of the economy in the local area – Reasons why answered ‘Could be Better’ or ‘Really Struggling’

Theme	Number	%
Empty shops	63	17
Diversity of what's on offer	61	17
Poverty	47	13
Shops/businesses closing	40	11
Environmental issues (cleanliness, litter etc)	32	9
Rates	30	8
Lack of jobs	27	7
Rent	27	7
Businesses struggling	26	7
Housing	24	7
Roads	20	6
Tourism	20	6
Parking	19	5
Covid	16	4
Public transport	16	4
Support for businesses	16	4
Services/facilities	14	4
Buildings	13	4
General 'could do better'	13	4
Investment	13	4
Charity shops	12	3
General high street looking poor	11	3
Prices	9	2
Police	8	2
Poor management	8	2
Focus on locals more	8	2
Crime	6	2
Energy costs	5	1
Opportunities are limited	5	1
Homelessness	5	1
Young people	4	1
Miscellaneous	27	7
Base: (All Respondents)	(362)	

4.2 Local Decision Making

This section asked residents to what extent they felt they could influence decision making in their local area, and how they would like to contribute to Council committee meetings.

4.2.1 Influencing decisions affecting your local area

31% agree that they can influence decisions affecting their local area. This represents a drop of 3 percentage points on 2019, and the lowest result over the ten year period. More residents than ever over this period strongly disagree that they can influence decision making.

Looking at 2022 significant results:

- ❖ Respondents living in Shipston locality and Alcester/Bidford (both 36%) were more likely to agree than those living in Stratford (25%).
- ❖ Those aged 35 to 49 years old were significantly more likely than other age groups to disagree that they could influence decisions affecting the local area (76%).

Figure 14: Whether agree or disagree that respondents can influence decisions affecting their local area?

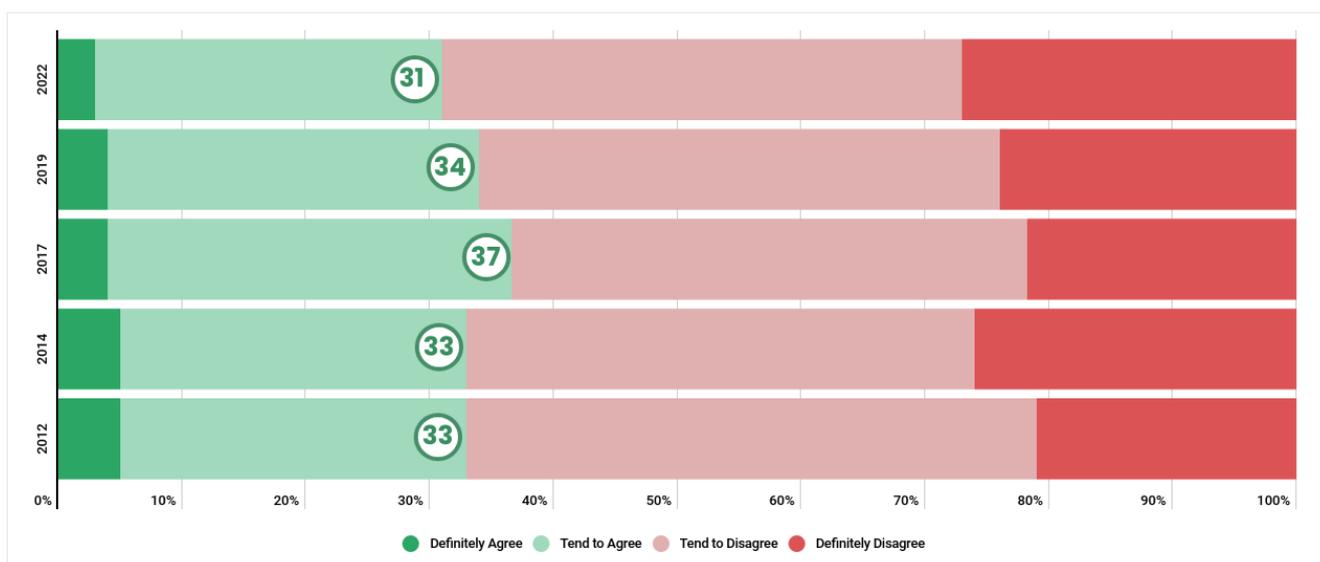


Table 30: Whether agree or disagree that respondents can influence decisions affecting their local area? by year

	<i>Definitely Agree</i> %	<i>Tend to Agree</i> %	<i>Tend to Disagree</i> %	<i>Definitely Disagree</i> %
2022	3	28	42	27
2019	4	30	42	24
2017	4	33	42	22
2014	5	28	41	26
2012	5	28	46	21

Base: (2022: 1,837); (2019: 1,780); (2017: 1,647); (2014: 1,650); (2012: 1,801)

Table 31: Whether agree or disagree that respondents can influence decisions affecting their local area? by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Definitely agree	6	4	2	3	2	0
Tend to agree	25	32	23	33	25	28
Tend to disagree	50	38	38	49	38	45
Definitely disagree	20	26	37	16	35	26
Base: (All Respondents)	<i>(199)</i>	<i>(237)</i>	<i>(323)</i>	<i>(201)</i>	<i>(161)</i>	<i>(158)</i>

Table 32: Whether agree or disagree that respondents can influence decisions affecting their local area? by profile

	RESULT %
Total	31
GENDER	
Male	29
Female	32
AGE GROUP	
18-34	35
35-49	25
50-64	29
65+	33
ACCOMMODATION TENURE	
Owned outright	30
Buying on mortgage	29
Rent from housing association/trust	28
Rent from private landlord	35
DISABILITY	
Disability - Yes	25
Disability - No	31
CHILDREN	
Children in household age 17 and under	28
No children in household	31

4.2.2 Influencing housing/business development in your local area

Only 12% of respondents definitely agree or tend to agree that they can influence housing or economic development within their local area. This is the lowest figure over the ten-year period. Equally, the proportion of respondents who tend to disagree or definitely disagree with the statement was at its highest level for eight years at 70%.

Looking at significant 2022 results:

- ❖ Respondents living in Southam area (7%) and Wellesbourne/Kineton area (8%) were less likely to agree than those living in Henley/Studley (20%).
- ❖ Those in the 50- to 64-year-old age group were the least likely to agree (9%).

Figure 15: Residents’ level of agreement with being able to influence housing and / or development in their area

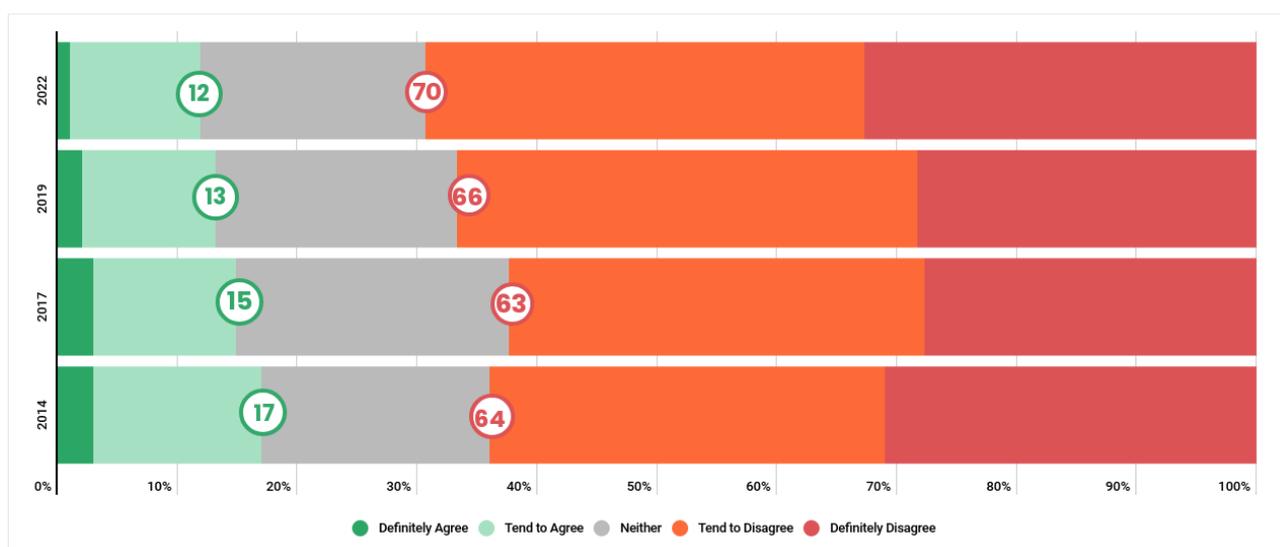


Table 33: Residents’ level of agreement with being able to influence housing and / or development in their area by year

	<i>Definitely Agree</i> %	<i>Tend to Agree</i> %	<i>Neither</i> %	<i>Tend to Disagree</i> %	<i>Definitely Disagree</i> %
2022	1	11	19	37	33
2019	2	11	20	38	28
2017	3	12	23	35	28
2014	3	14	19	33	31

Base: (2022: 1,844); (2019: 1,781); (2017: 1,725); (2014: 1,650)

Table 34: Residents’ level of agreement with being able to influence housing and / or development in their area by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Definitely agree	4	1	1	0	1	0
Agree	16	12	9	15	7	7
Neither agree nor disagree	20	20	14	22	20	20
Disagree	42	36	36	36	31	39
Definitely disagree	19	31	40	27	41	33
Base: (All Respondents)	(208)	(250)	(333)	(218)	(170)	(167)

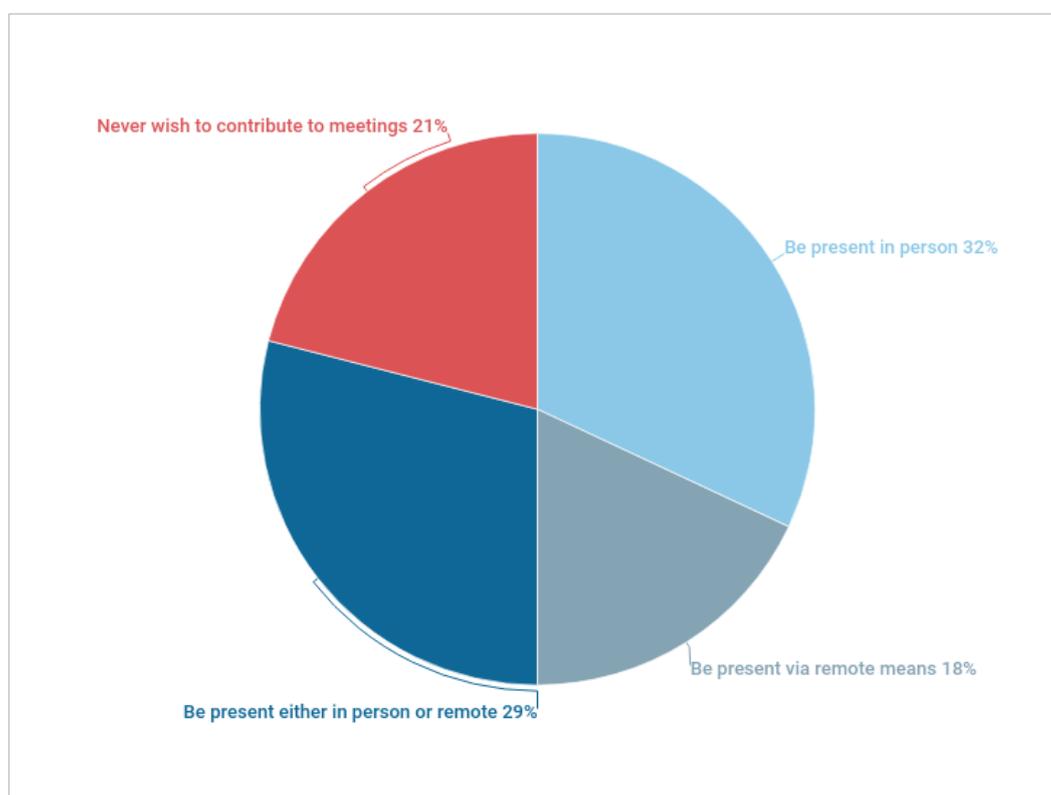
4.2.3 Contributing to Council Committee meetings

Only 21% of respondents said that they would never wish to contribute to Council Committee meetings. Almost on equal proportion of respondents would either want to be present in person or were happy to be either in-person or remote. Nearly one in five (18%) would want to contribute via remote methods.

Looking at significant 2022 results:

- ❖ Respondents living in Southam area (7%) and Wellesbourne/Kineton area (8%) were less likely to agree than those living in Henley/Studley (20%).
- ❖ Those in the 50- to 64-year-old age group were the least likely to agree (9%).

Figure 16: Contribution to Council Committee meetings



Base: (2022:1,798)

4.3 Information and Council in general

This section asked residents whether they thought Stratford-n-Avon District Council was improving the local area in a number of different ways: for example by making it safer, making it cleaner and greener, or improving town centres. It also asked residents how involved they felt in decision making, and how informed they felt about what SDC was doing.

4.3.1 Extent to which various statements apply to SDC

“SDC is making the local area a better place to live”

63% of respondents agree a great deal or to some extent that Stratford District Council is making the local area a better place to live. This is down two percentage points on 2019, and the lowest figure seen over the past ten years. Those who said ‘not at all’ has risen from 6% in 2012/14 to 11% in 2022.

Looking at significant 2022 results:

- ❖ Residents in Alcester/Bidford (66%) and Stratford (65%) localities were more in agreement that SDC is making the local area a better place to live.
- ❖ Those aged 50 to 64 years old were least in agreement with the statement (42%).

Figure 17: How much residents agree with the statement: “SDC is making the local area a better place to live”

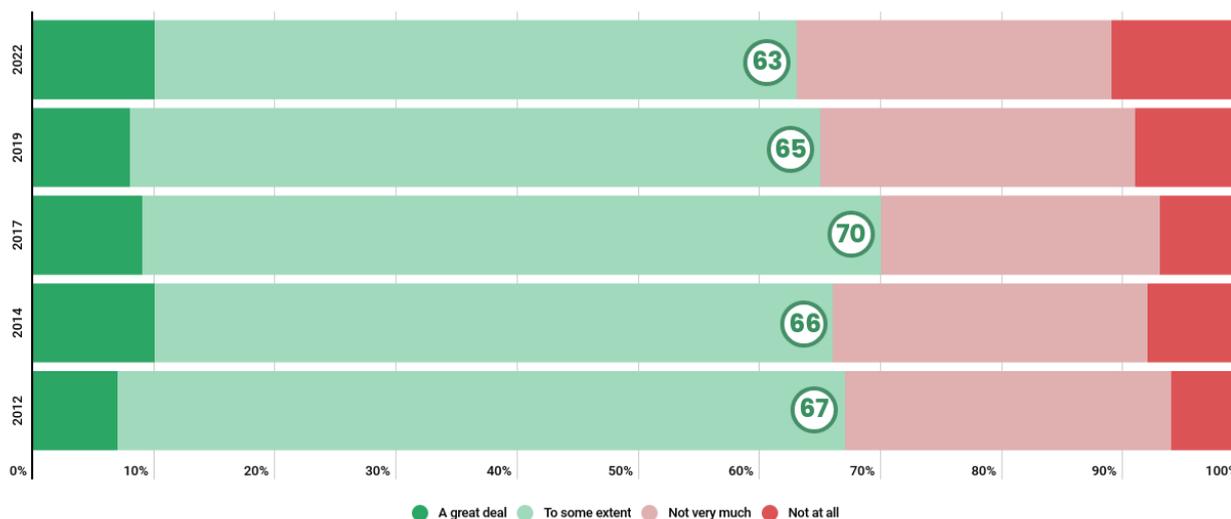


Table 35: How much residents agree with the statement: “SDC is making the local area a better place to live” by year

	<i>A great deal</i> %	<i>To some extent</i> %	<i>Not very much</i> %	<i>Not at all</i> %
2022	10	53	26	11
2019	8	57	26	9
2017	9	61	23	7
2014	10	56	26	8
2012	7	60	27	6

Base: (2022: 1,793), (2019: 1,700), (2017: 1,651), (2014: 1,674), (2012: 1,802)

Table 36: How much residents agree with the statement: “SDC is making the local area a better place to live”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	8	14	15	6	6	5
To some extent	52	52	50	53	57	58
Not very much	32	23	24	28	23	30
Not at all	8	11	11	13	14	7
Base: (All Respondents)	<i>(196)</i>	<i>(248)</i>	<i>(330)</i>	<i>(206)</i>	<i>(159)</i>	<i>(158)</i>

“SDC is working to make the area safer”

54% of respondents agree a great deal or to some extent that Stratford District Council is working to make the area safer. While up three percentage points on 2019, the results from the last two surveys are significantly below the results seen between 2012-2017.

Looking at significant 2022 results:

- ❖ Those aged 50 to 64 were least in agreement with 51% responding not very much or not at all.
- ❖ Residents in the Alcester/Bidford locality (64%) were more likely to indicate “a great deal” or “to some extent” to the statement in comparison with Southam (46%), Henley/Studley (47%) and Shipston (49%).

Figure 18: How much residents agree with the statement: “SDC is working to make the area safer”

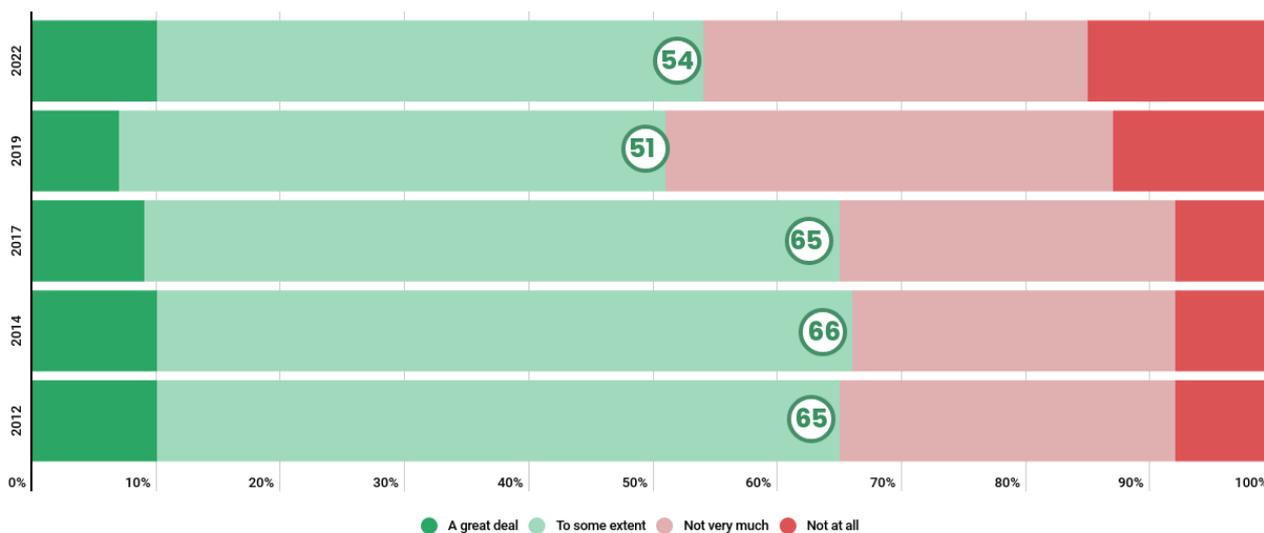


Table 37: How much residents agree with the statement: “SDC is working to make the area safer” by year

	<i>A great deal</i> %	<i>To some extent</i> %	<i>Not very much</i> %	<i>Not at all</i> %
2022	10	44	34	15
2019	7	44	36	13
2017	9	56	27	8
2014	10	56	26	8
2012	10	55	27	8

Base: (2022: 1,775), (2019: 1,693), (2017: 1,506), (2014: 1,538), (2012: 1,650)

Table 38: How much residents agree with the statement: “SDC is working to make the area safer”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	7	16	17	4	6	4
To some extent	40	48	40	45	52	42
Not very much	32	26	30	37	24	40
Not at all	21	10	14	13	18	14
Base: (All Respondents)	<i>(180)</i>	<i>(227)</i>	<i>(293)</i>	<i>(185)</i>	<i>(145)</i>	<i>(146)</i>

“SDC is working to make the area cleaner and greener”

58% of residents agree a great deal or to some extent that Stratford District Council is working to make the area cleaner and greener, a fall of two percentage points on 2019, and a full ten percentage points lower than 2012.

Looking at significant 2022 results:

- ❖ Those aged 65 or over were most in agreement with 59% responding a great deal or to some extent.
- ❖ Residents in the Alcester/Bidford locality (68%) were more likely to indicate “a great deal” or “to some extent” to the statement, in comparison with Southam (50%).

Figure 19: How much residents agree with the statement: “SDC is working to make the area cleaner and greener”

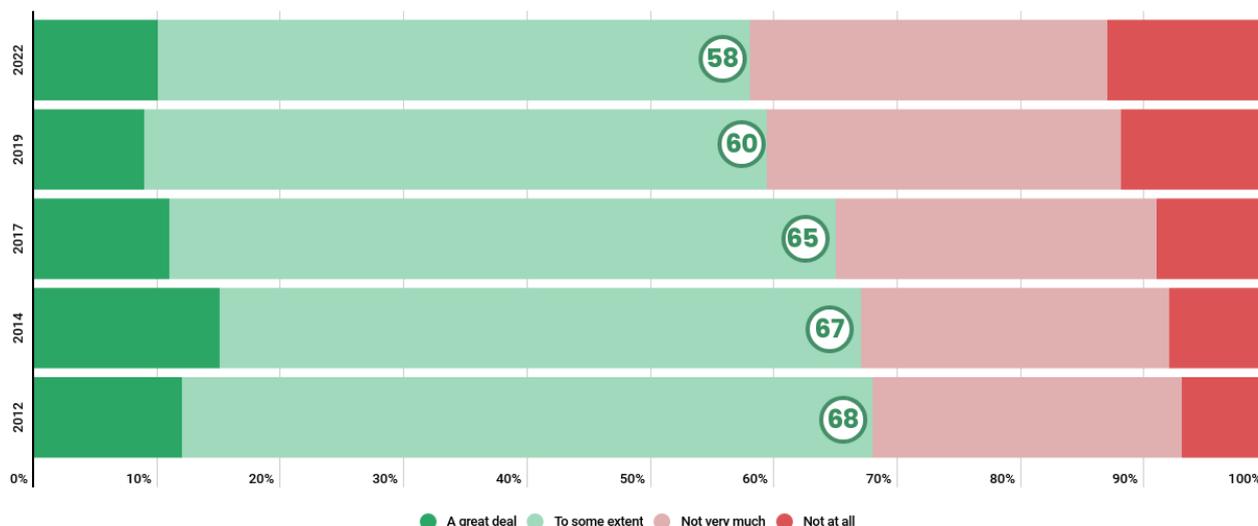


Table 39: How much residents agree with the statement: “SDC is working to make the area cleaner and greener” by year

	<i>A great deal</i> %	<i>To some extent</i> %	<i>Not very much</i> %	<i>Not at all</i> %
2022	10	48	29	13
2019	9	51	29	12
2017	11	54	26	9
2014	15	52	25	8
2012	12	56	25	7

Base: (2022: 1,767), (2019: 1,702), (2017: 1,609), (2014: 1,626), (2012: 1,762)

Table 40: How much residents agree with the statement: “SDC is working to make the area cleaner and greener”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	6	16	18	4	8	4
To some extent	47	52	41	56	47	46
Not very much	35	21	29	29	27	36
Not at all	12	11	12	11	18	14
Base: (All Respondents)	(188)	(238)	(316)	(193)	(155)	(155)

“SDC is making progress in tackling climate emergency”

36% of respondents felt that the Council were making a great deal of progress or were making progress to some extent in tackling climate change. However, more felt they were not making very much progress and almost a quarter of all respondents felt that the Council had not made any progress at all.

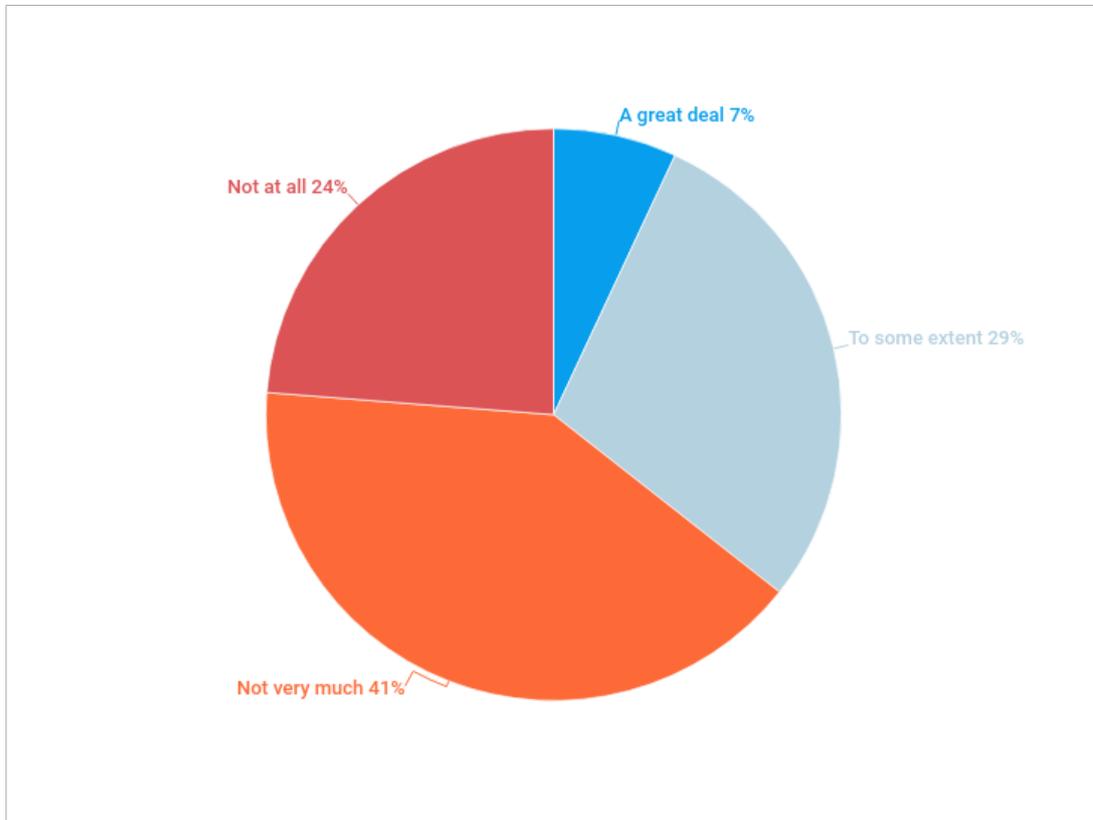
Looking at significant 2022 results:

- ❖ Those aged 35 to 49 were least in agreement, with 66% responding not very much or

not at all.

- ❖ Residents in the Alcester/Bidford locality (55%) were significantly more likely to indicate “a great deal” or “to some extent” to the statement in comparison with Shipston and Southam localities (both 25%).

Figure 20: How much residents agree with the statement: “SDC is making progress in tackling climate emergency”



Base: (2022: 1,240)

Table 41: How much residents agree with the statement: “SDC is making progress in tackling climate emergency”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	6	8	11	3	6	3
To some extent	22	47	27	22	35	22
Not very much	45	28	33	56	39	49
Not at all	27	18	28	19	20	26
Base: (All Respondents)	(155)	(192)	(244)	(151)	(126)	(122)

“SDC has improved town centres in the local area”

35% of respondents felt that SDC had improved town centres in the local area a great deal or to some extent. This sentiment has remained relatively static over the past ten years except for 2017, which saw a significant uptick in the proportion who felt that SDC had improved town centres to some extent.

Looking at significant 2022 results:

- ❖ Younger respondents were more likely to feel that SDC has improved town centres a great deal, whilst those in the 50- to 64-year-old age groups were more likely to feel it has not improved them very much or not at all (71%).
- ❖ Residents in the Alcester/Bidford locality (46%) were more likely to indicate “a great deal” or “to some extent” to the statement, in comparison with Southam (27%).

Figure 21: How much residents agree with the statement: “SDC has improved town centres in the local area”

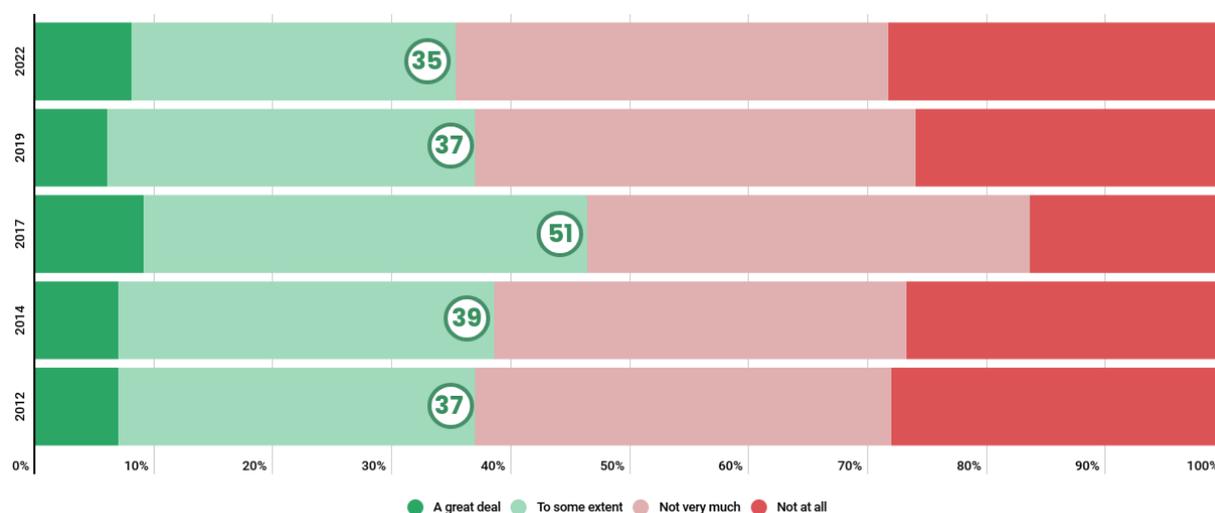


Table 42: How much residents agree with the statement: “SDC has improved town centres in the local area” by year

	<i>A great deal</i> %	<i>To some extent</i> %	<i>Not very much</i> %	<i>Not at all</i> %
2022	8	35	36	28
2019	6	37	37	26
2017	10	41	31	18
2014	7	32	35	27
2012	7	30	35	28

Base: (2022: 1,770), (2019: 1,680), (2017: 1,562), (2014: 1,540), (2012: 1,709)

Table 43: How much residents agree with the statement: "SDC has improved town centres in the local area", by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	4	11	11	6	4	6
To some extent	33	35	25	26	26	21
Not very much	42	30	32	36	46	39
Not at all	21	23	32	33	23	34
Base: (All Respondents)	<i>(178)</i>	<i>(236)</i>	<i>(332)</i>	<i>(195)</i>	<i>(140)</i>	<i>(142)</i>

"SDC involves residents when making decisions"

33% agreed a great deal or to some extent that SDC involves residents when making decisions - the lowest score over the last ten years. This year's survey saw an increase in the proportion of respondents who felt that SDC does not at all involve residents in decision-making, which at 27% was the highest proportion again seen over the last ten years by some margin.

Looking at significant 2022 results:

- ❖ Alcester/Bidford residents (41%) were significantly more likely to agree "a great deal" or "to some extent" that SDC involves residents when making decisions than those in all other areas.
- ❖ The younger the resident the more likely to say, "a great deal" or "to some extent".

Figure 22: How much residents agree with the statement: "SDC involves residents when making decisions"

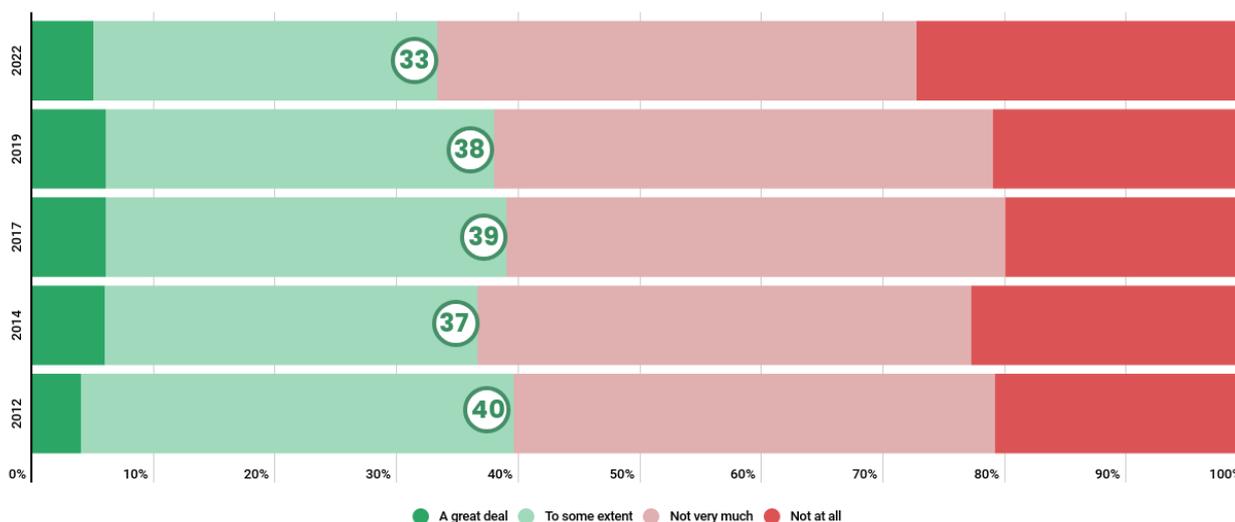


Table 44: How much residents agree with the statement: “SDC involves residents when making decisions”, by year

	<i>A great deal</i> %	<i>To some extent</i> %	<i>Not very much</i> %	<i>Not at all</i> %
2022	5	28	39	27
2019	6	32	41	21
2017	6	33	41	20
2014	6	31	41	23
2012	4	36	40	21

Base: (2022: 1,782), (2019: 1,700), (2017: 1,549), (2014: 1,584), (2012: 1,596)

Table 45: How much residents agree with the statement: “SDC involves residents when making decisions”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A great deal	4	7	6	5	3	6
To some extent	27	34	27	25	28	26
Not very much	45	38	41	40	37	34
Not at all	25	22	26	29	32	33
Base: (All Respondents)	(190)	(236)	(305)	(226)	(133)	(174)

“SDC acts on the concerns of local residents”

34% of respondents felt agreed that SDC acts on residents’ concerns a great deal or to some extent, down two percentage points on 2019. The proportion feeling that SDC does act on concerns a great deal has remained pretty static over ten years at around 5%. However, 2022 saw an increase in those who felt that SDC do not act on residents’ concerns at all, up four percentage points on 2019 to 27%.

Looking at significant 2022 results:

- ❖ Henley/Studley and Wellesbourne/Kineton residents were less likely to agree that SDC acts on residents’ concerns than those in any other locality.
- ❖ Those aged 35 to 49 were more likely to agree with the statement (39%).

Figure 23: How much residents agree with the statement: “SDC acts on the concerns of local residents”

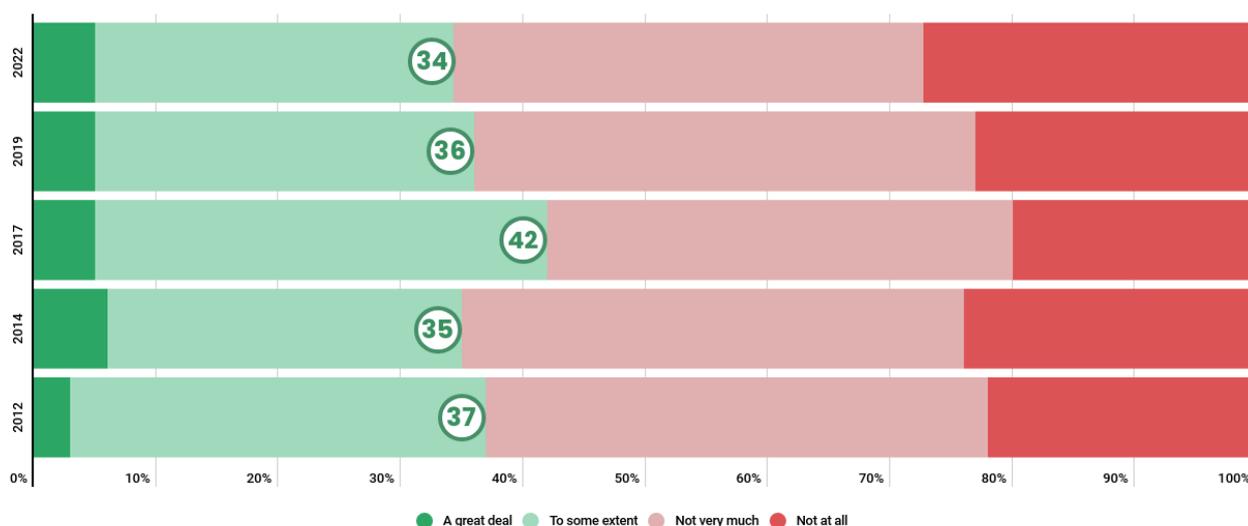


Table 46: How much residents agree with the statement: “SDC acts on the concerns of local residents”, by year

	<i>A great deal</i>	<i>To some extent</i>	<i>Not very much</i>	<i>Not at all</i>
	%	%	%	%
2022	5	29	38	27
2019	5	31	41	23
2017	5	37	38	20
2014	6	29	41	24
2012	3	34	41	22

Base: (2022: 1,782), (2019: 1,700), (2017: 1,549), (2014: 1,584), (2012: 1,596)

Table 47: How much residents agree with the statement: “SDC acts on the concerns of local residents”, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne / Kineton	Southam
	%	%	%	%	%	%
A great deal	4	8	6	4	3	6
To some extent	26	32	27	34	27	32
Not very much	49	38	41	33	41	29
Not at all	20	23	26	29	29	33
Base: (All Respondents)	(169)	(204)	(277)	(173)	(139)	(140)

4.3.2 Information sources

The Council website/internet and information provided by the Council remained the most popular methods for finding out about Stratford District Council, with 28% and 25% respectively saying that they used this.

Social media has grown in popularity over the ten years as a way of finding out about the Council, while at the same time, the local media has reduced in popularity. However, social media is still only used by 10% of the respondents, while local media is used by 15%.

Looking at significant 2022 results:

- ❖ Stratford residents (22%) were more likely to use local media to find out about SDC, in comparison with Southam (3%).
- ❖ Wellesbourne/Kineton residents were more likely to use the information provided by the Council (33%) than other areas.
- ❖ The Council website/Internet is more likely to be the main source in the Shipston area.
- ❖ Social media is more likely to be used in Southam and Stratford areas.
- ❖ Those aged 18 to 34 were more likely to use social media than the other age groups, but less likely to see the information provided by the Council (15%).
- ❖ Older people were more likely to find out from local media about SDC (26%), but less likely to go to the Council website for information.
- ❖ Women were more likely to find out about SDC via the Council website/internet and men via the local media.

Figure 24: How respondents found out about Stratford DC

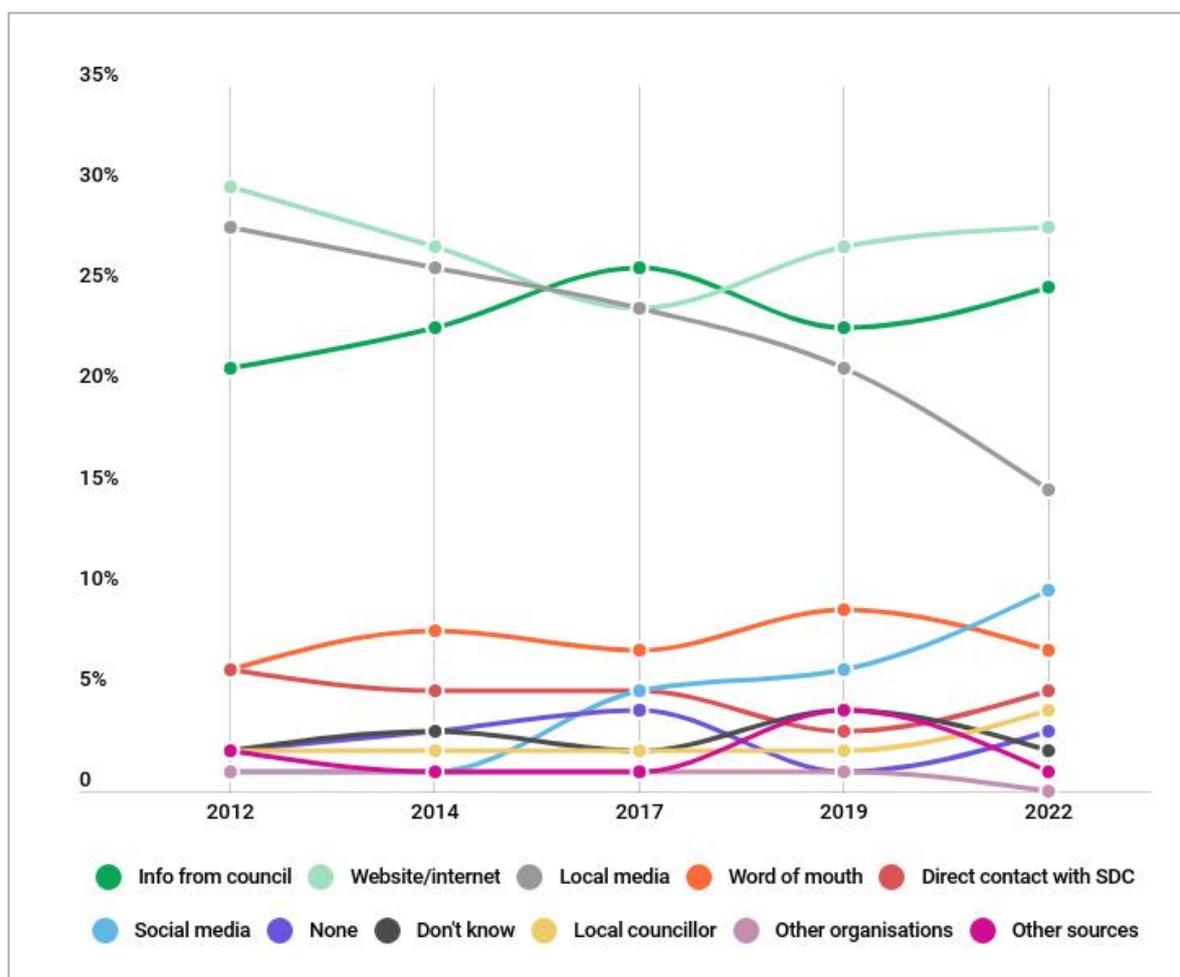


Table 48: How respondents found out about Stratford DC by year

	2022	2019	2017	2014	2012
	%	%	%	%	%
Council website/Internet	28	27	24	27	30
Info. provided by Council	25	23	26	23	21
Local media	15	21	24	26	28
Social media	10	6	5	1	1
Word of mouth	7	9	7	8	6
Direct contact with Council	5	3	5	5	6
From local councillor	4	2	2	2	2
None of the above	3	1	4	3	2
Don't know	2	4	2	3	2
Other source	1	4	1	1	2
Info. from other organisations	0	1	1	1	0
Base: (All Respondents)	(1,586)	(1,517)	(1,623)	(1,670)	(1,789)

13 responses to 'other' were received, which are detailed below.

- Always lived here
- By being parish councillor
- Council tax
- Ex-employee
- I live in the area
- Local email shot
- Local parish council email
- Magazines and newspapers
- Nextdoor.co.uk
- Parish News magazine
- Recently moved to the area
- Shipston forum
- Via parish council

Table 49: How respondents found out about Stratford DC by locality

BY LOCALITY	Henley/ Studley	Alcester /Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Info. provided by Council	28	29	21	21	33	42
Council website/Internet	29	24	24	38	32	26
Local media	15	19	22	18	12	3
Word of mouth	7	5	8	8	7	6
Direct contact with Council	4	1	5	2	5	9
Social media	5	9	14	4	7	16
From local councillor	3	3	4	2	1	7
Info. from other organisations	0	0	0	1	0	1
Other source	1	1	0	3	1	3
None of the above	4	5	1	1	1	8
Don't know	3	3	1	3	0	0
Base: (All Respondents)	<i>(176)</i>	<i>(242)</i>	<i>(287)</i>	<i>(203)</i>	<i>(158)</i>	<i>(161)</i>

4.3.3 How well informed SDC keeps its residents about.....

.....the services and benefits it provides

57% of respondents felt that SDC keeps residents very or quite well informed about services and benefits. This sentiment has remained fairly static over the last ten years, except for a small spike in 2017.

This year's survey saw the proportion of residents saying that 'SDC does not keep residents well informed at all' rise to 11%, against an average over the previous four surveys of 7.75%.

Looking at significant 2022 results:

- ❖ Overall, Stratford residents felt least well informed with 50% feeling fairly or very well informed, whilst 65% of Alcester/Bidford residents felt fairly or very well informed.
- ❖ Those aged 18-34 were more likely than other age groups to feel that they were not well informed at all (19%).

Figure 25: Overall, how well-informed residents feel about SDC services and benefits provided



Table 50: Overall, how well-informed residents feel about SDC services and benefits provided, by year

	<i>Very well informed</i> %	<i>Quite well informed</i> %	<i>Not very well informed</i> %	<i>Not well informed at all</i> %
2022	5	52	32	11
2019	5	53	32	9
2017	7	57	30	6
2014	5	54	33	8
2012	6	53	33	8

Base: (2022: 1,740), (2019: 1,765), (2017: 1,756), (2014: 1,754), (2012: 1,849)

Table 51: Overall, how well-informed residents feel about SDC services and benefits provided, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne / Kineton	Southam
	%	%	%	%	%	%
Very well informed	8	11	5	2	3	3
Fairly well informed	46	54	45	54	61	58
Not very well informed	36	28	35	36	28	27
Not well informed at all	11	7	15	8	7	12
Base: (All Respondents)	(214)	(257)	(339)	(221)	(171)	(175)

Table 52: Overall, how well-informed residents feel about SDC services and benefits provided, by profile

	RESULT %
Total	57
GENDER	
Male	59
Female	56
AGE GROUP	
18-29	56
30-49	57
50-64	57
65+	59
ACCOMMODATION TENURE	
Owned outright	59
Buying on mortgage	56
Rent from housing association/trust	62
Rent from private landlord	53
DISABILITY	
Disability - Yes	57
Disability - No	58
CHILDREN	
Children in household age 17 and under	60
No children in household	56

.... how they can get involved in decision making

26% of residents felt very or quite well informed about how they can get involved in decision making. This is the lowest result for the last ten years. Alongside this, the proportion who felt that they are not informed at all rose to 24% which is the highest proportion over the same period.

Looking at significant 2022 results:

- ❖ Residents in Alcester/Bidford were more likely to say that they were fairly or well informed than Stratford or Henley/Studley residents.
- ❖ Those aged 35-49 were significantly more likely than other age groups to feel not very well or not well informed as to how they can get involved in decision making (82%). In contrast, 66% felt the same way in the 65 or over category.

Figure 26: Overall, how well-informed residents feel about getting involved in decision making



Table 53: Overall, how well-informed residents feel about getting involved in decision making, by year

	<i>Very well informed</i> %	<i>Quite well informed</i> %	<i>Not very well informed</i> %	<i>Not well informed at all</i> %
2022	2	24	51	24
2019	3	27	49	22
2017	3	32	48	18
2014	3	25	54	19
2012	3	32	50	16

Base: (2022: 1,489), (2019: 1,709), (2017: 1,502), (2014: 1,499), (2012: 1,607)

Table 54: Overall, how well-informed residents feel about getting involved in decision making, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very well informed	2	3	1	2	2	2
Fairly well informed	18	31	19	24	28	22
Not very well informed	34	30	38	36	36	33
Not well informed at all	13	17	22	16	18	22
Base: (All Respondents)	<i>(181)</i>	<i>(230)</i>	<i>(294)</i>	<i>(179)</i>	<i>(152)</i>	<i>(149)</i>

...what the Council spends its money on

47% felt very or fairly well informed on what the Council spends its money on. This is a ten-percentage point drop on 2019, and the lowest score over the last ten years. Over this period, the proportion of residents who do not feel well informed at all has risen from 12% to 18%.

Looking at significant 2022 results:

- ❖ Those aged 18-34 were significantly more likely to feel not very well informed at all about what SDC spends its money on (28%).

Figure 27: Overall, how well-informed residents feel about what the council spends its money on, by year



Table 55: Overall, how well-informed residents feel about what the council spends its money on, by year

	<i>Very well informed</i> %	<i>Quite well informed</i> %	<i>Not very well informed</i> %	<i>Not well informed at all</i> %
2022	5	42	35	18
2019	9	48	28	16
2017	8	51	29	12
2014	7	46	33	14
2012	6	50	31	12
<i>Base: (2022: 1,641), (2019: 1,736), (2017: 1,678), (2014: 1,659), (2012: 1,817)</i>				

Table 56: Overall, how well-informed residents feel about what the council spends its money on, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very well informed	4	8	2	4	5	7
Fairly well informed	29	46	38	44	41	38
Not very well informed	34	30	38	36	36	33
Not well informed at all	13	17	22	16	18	22
Base: (All Respondents)	<i>(200)</i>	<i>(245)</i>	<i>(321)</i>	<i>(205)</i>	<i>(168)</i>	<i>(164)</i>

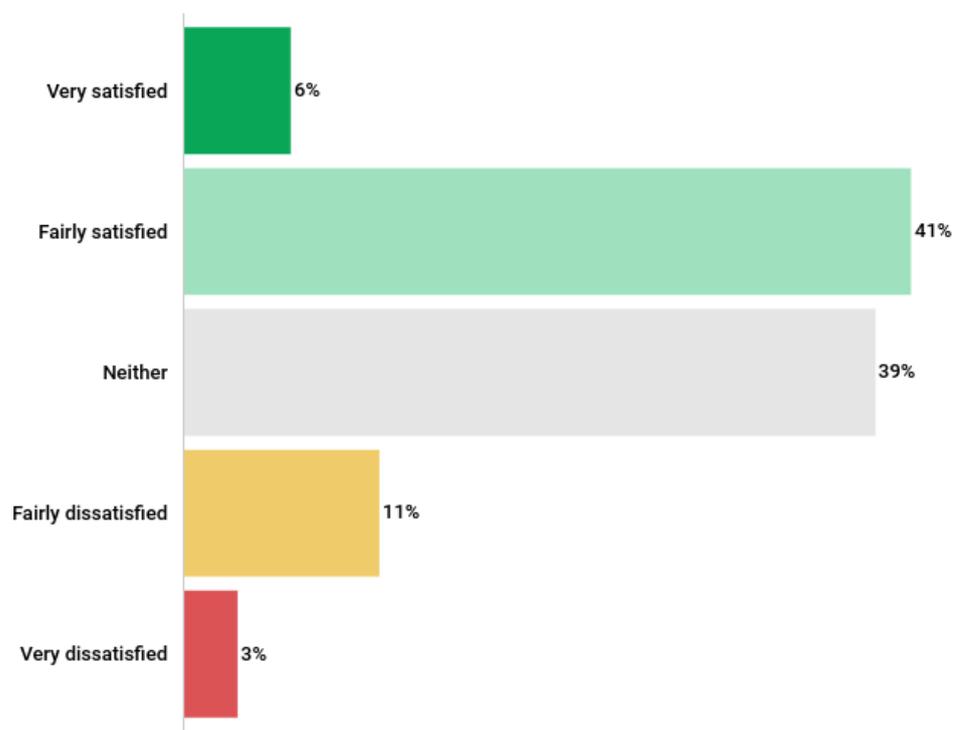
4.3.4 Satisfaction with Stratford-on-Avon District Council website

47% of respondents were very or fairly satisfied with SDC’s website, compared to 14% who were very or quite dissatisfied. 17% of respondents said that they never visit the website.

Looking at significant 2022 results:

- ❖ Residents in the Henley/Studley locality were more satisfied with the website than the other areas.
- ❖ Female respondents (16%) were more dissatisfied than male respondents (11%).
- ❖ Those aged 18 to 34 were more dissatisfied with the website than the other age groups.
- ❖ Men were more likely to not visit the SDC website, 21% vs 13%.

Figure 28: Residents’ satisfaction with the SDC website



Base: (Those who visited the website) (2022: 1,185)

Table 57: Residents' satisfaction with the SDC website, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne / Kineton	Southam
	%	%	%	%	%	%
Very satisfied	6	10	5	4	4	6
Fairly satisfied	48	35	40	39	46	42
Neither	30	44	38	46	39	38
Fairly dissatisfied	12	9	15	6	9	10
Very dissatisfied	3	1	2	4	2	5
Base: (Those visiting SDC website)	(172)	(203)	(274)	(177)	(138)	(130)

4.4 Stratford District Council Services

This section asked residents about their satisfaction with each of the different services which Stratford-on-Avon District Council provides. It also asked them how frequently they used certain services.

4.4.1 Satisfaction with services

Satisfaction with keeping public land free of litter and refuse

62% of respondents said that they were very or fairly satisfied with the way SDC kept public land clear of litter and refuse. Satisfaction levels have been dropping continuously over the last ten years, and this is the lowest levels of satisfaction seen over this time. At the same time, dissatisfaction has been rising: 23% respondents said that they were very or fairly dissatisfied with this – a rise of 11 percentage points over ten years.

Looking at significant 2022 results:

- ❖ Those aged 18-34 (67%) and 65 plus (65%) were more likely to be satisfied with this than other age groups.
- ❖ Residents of Alcester/Bidford locality (72%) and Shipston locality were more satisfied (69%) than those in Henley/Studley (52%) and Southam (54%).

Figure 29: Satisfaction that SDC has kept public land clear of litter and refuse

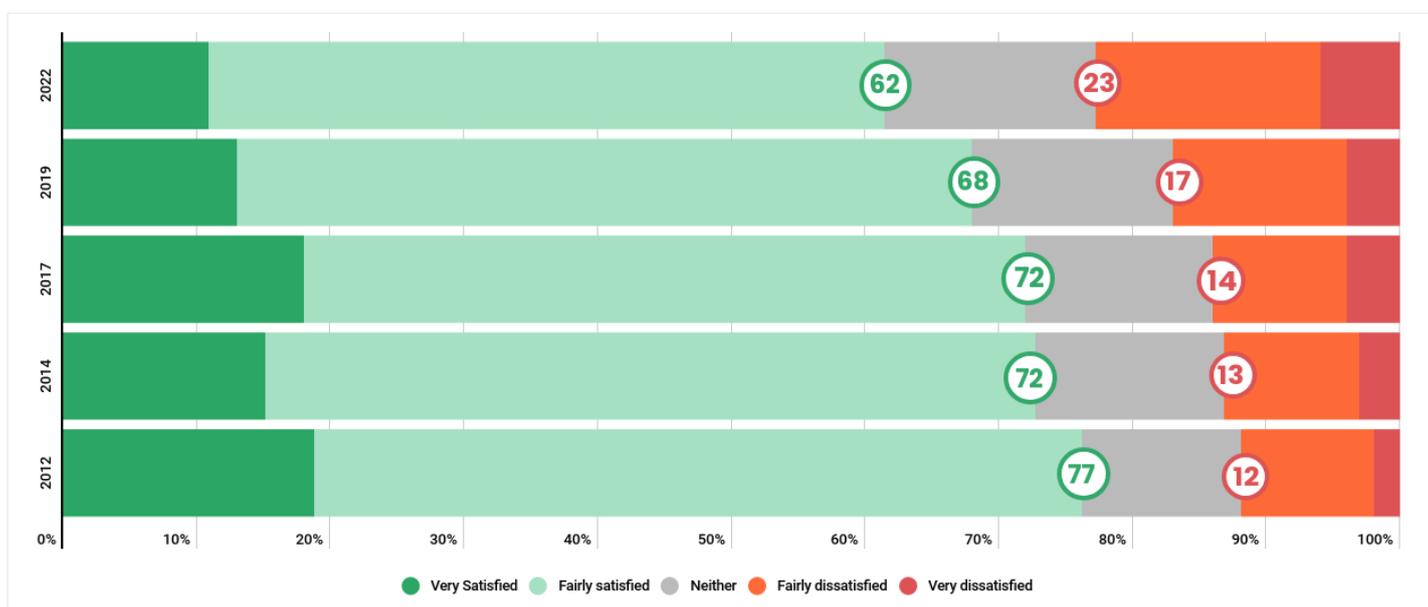


Table 58: Satisfaction that SDC has kept public land clear of litter and refuse by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	11	51	16	17	6
2019	13	55	15	13	4
2017	18	54	14	10	4
2014	15	57	14	10	3
2012	19	58	12	10	2

Base: (2022: 1,719), (2019: 1,722), (2017: 1,757), (2014: 1,748), (2012: 1,990)

Table 59: Satisfaction that SDC has kept public land clear of litter and refuse by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	6	13	12	10	13	10
Fairly satisfied	46	59	50	59	44	44
Neither satisfied nor dissatisfied	17	12	16	19	17	16
Fairly dissatisfied	26	11	18	10	17	19
Very dissatisfied	5	4	4	2	10	11
Base: (All Respondents)	(202)	(256)	(342)	(218)	(174)	(272)

Satisfaction with refuse collection

83% of residents were very or fairly satisfied with refuse collection in the district. While high, this is a drop on the consistent scores of 90% seen across all four previous surveys. While satisfaction has dropped, the accompanying rise has been seen in both residents who are quite dissatisfied and those who are very dissatisfied equally, with both rising three percentage points in 2019 scores.

Looking at significant 2022 results:

- ❖ Those living in Stratford, Wellesbourne/Kineton and Southam were less likely to be very satisfied than those living in other areas.
- ❖ Those aged 65+ were significantly more likely than other age groups to be very satisfied with refuse collection, while other age groups were more likely to be fairly satisfied.

Figure 30: Satisfaction with refuse collection

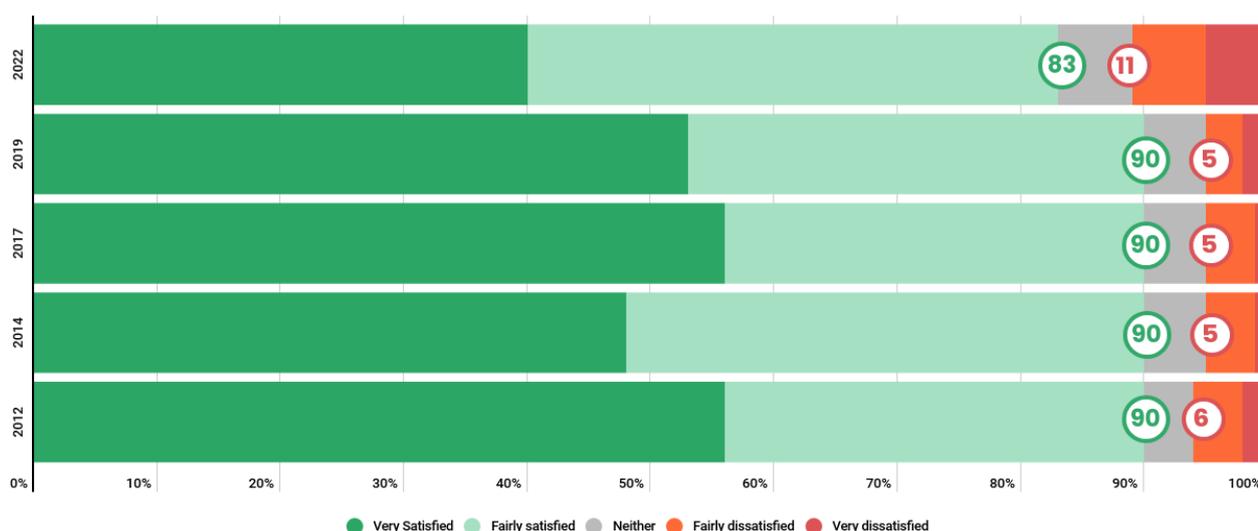


Table 60: Satisfaction with refuse collection by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	40	43	6	6	5
2019	53	37	4	3	2
2017	56	34	4	4	1
2014	48	42	5	4	1
2012	56	34	4	4	2

Base: (2022: 1,823), (2019: 1,773), (2017: 1,849), (2014: 1,859), (2012: 2,070)

Table 61: Satisfaction with refuse collection by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	43	48	36	40	37	35
Fairly satisfied	44	38	46	43	41	44
Neither satisfied/dissatisfied	4	4	5	7	13	7
Fairly dissatisfied	3	4	10	5	4	9
Very dissatisfied	5	5	2	6	6	4
Base: (All Respondents)	(222)	(268)	(353)	(238)	(180)	(186)

Satisfaction with doorstep recycling

72% of residents were very or fairly satisfied with doorstep recycling, a drop of eight percentage points on 2019. There was a rise in the proportion who felt very dissatisfied, up to 6% from 2%.

Looking at significant 2022 results:

- ❖ Those aged 18 to 34 were less likely than other age groups to be satisfied with doorstep recycling (65%).
- ❖ Those living in Henley/Studley (82%) were significantly more satisfied than those living in other areas. Wellesbourne/Kineton residents were the least satisfied locality at 64%.

Figure 31: Satisfaction with doorstep recycling

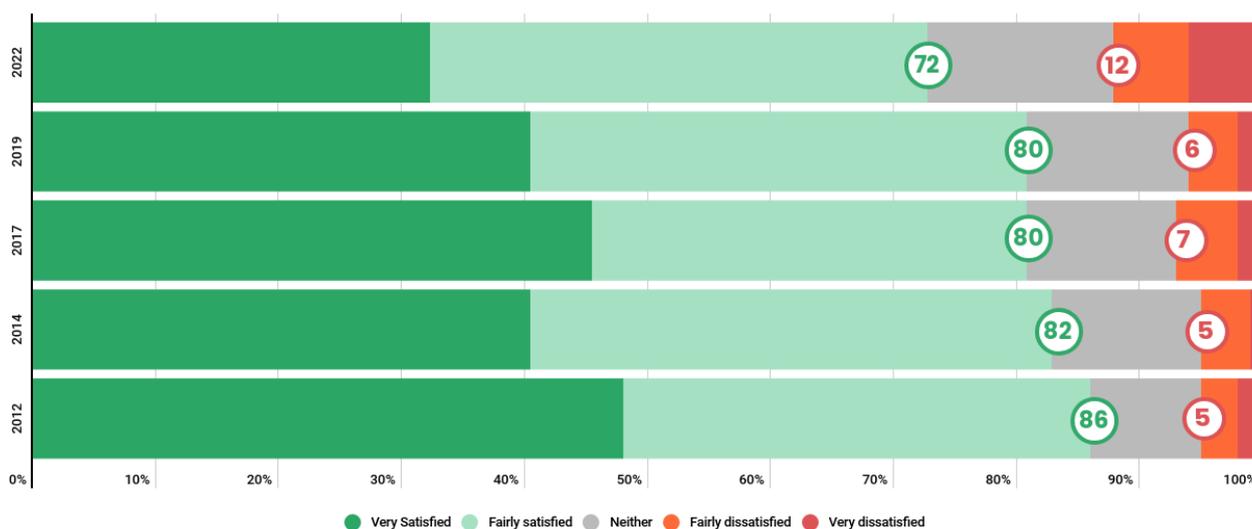


Table 62: Satisfaction with doorstep recycling by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	32	40	15	6	6
2019	40	40	13	4	2
2017	45	35	13	5	2
2014	40	42	12	4	1
2012	48	38	9	3	2

Base: (2022: 1,572), (2019: 1,711), (2017: 1,628), (2014: 1,555), (2012: 1,887)

Table 63: Satisfaction with doorstep recycling by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	37	37	29	33	29	26
Fairly satisfied	45	40	40	39	35	42
Neither satisfied/dissatisfied	9	12	14	19	23	16
Fairly dissatisfied	3	6	7	3	5	10
Very dissatisfied	6	4	9	6	8	5
Base: (All Respondents)	(190)	(242)	(294)	(215)	(161)	(163)

Satisfaction with sports / leisure facilities

48% residents were very or fairly satisfied with sports/leisure facilities. While down seven percentage points on 2019, is only slightly below the satisfaction score average over the past ten years of 50.6%.

Looking at significant 2022 results:

- ❖ Stratford residents were the most satisfied with the sports/leisure facilities provided by SDC (58%), followed by Shipston (54%) and significantly more than the other four localities.
- ❖ Those aged 18-34 were less likely to be satisfied with sport and leisure facilities than other age groups (37%).
- ❖ Female respondents (51%) were more likely to be satisfied than male respondents (44%).

Figure 32: Satisfaction with sports/leisure facilities

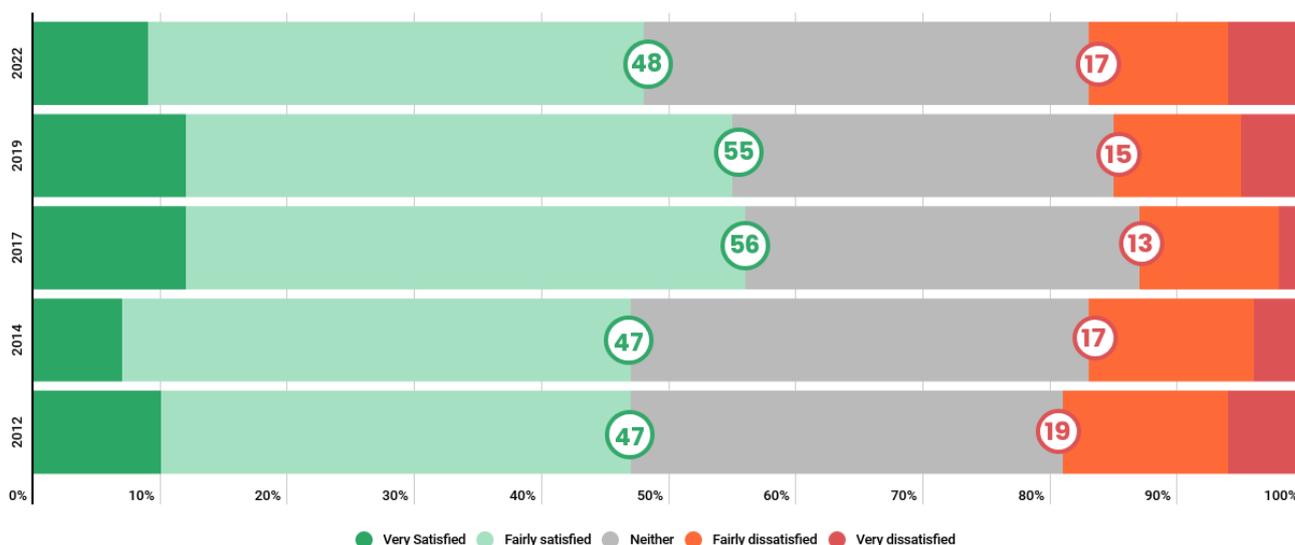


Table 64: Satisfaction with sports/leisure facilities by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	9	39	35	11	6
2019	12	43	30	10	5
2017	12	44	31	11	2
2014	7	40	36	13	4
2012	10	37	34	13	6

Base: (2022: 1,430), (2019: 1,698), (2017: 1,452), (2014: 1,371), (2012: 1,692)

Table 65: Satisfaction with sports/leisure facilities by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	9	8	14	8	5	6
Fairly satisfied	33	33	44	46	37	35
Neither satisfied/dissatisfied	34	39	31	32	33	43
Fairly dissatisfied	16	11	9	7	11	14
Very dissatisfied	8	9	2	7	14	2
Base: (All Respondents)	(174)	(206)	(292)	(184)	(139)	(153)

Satisfaction with parks and open spaces

71% of residents felt very or fairly satisfied with the parks and open spaces provided by SDC, a slight fall of three percentage points on 2019. Dissatisfaction remained at 9%.

Looking at significant 2022 results:

- ❖ More Stratford residents were satisfied (79%) than residents in other localities. The lowest satisfaction score was for the Southam area at 62%.

Figure 33: Satisfaction with parks and open spaces

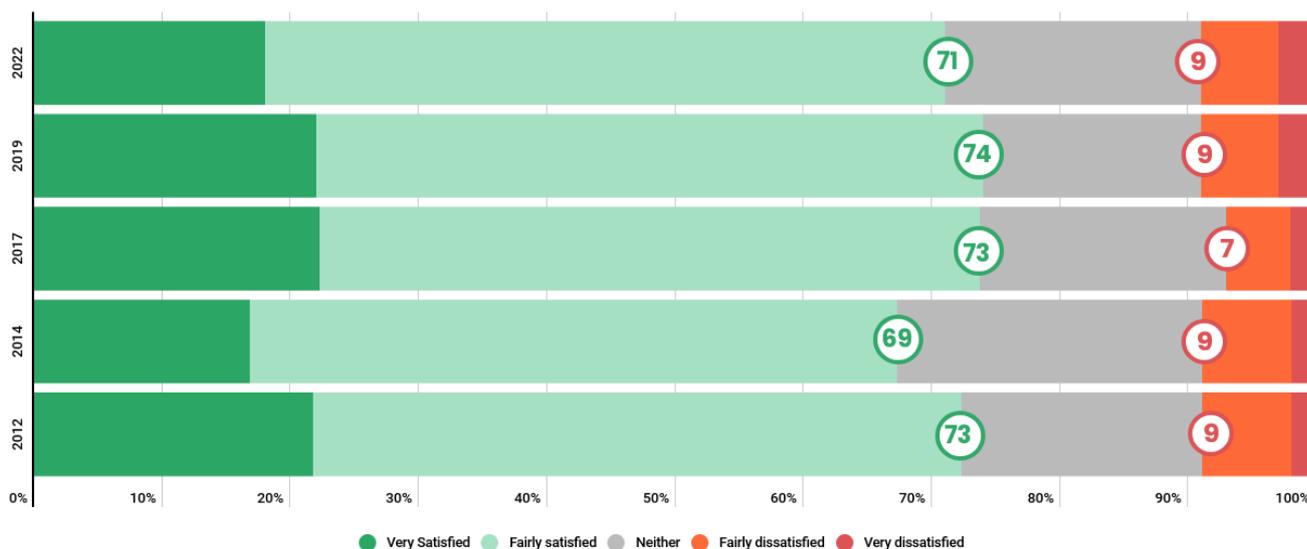


Table 66: Satisfaction with parks and open spaces by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	18	53	20	6	3
2019	22	52	17	6	3
2017	22	51	19	5	2
2014	17	51	24	7	2
2012	22	51	19	7	2

Base: (2022: 1,655), (2019: 1,716), (2017: 1,654), (2014: 1,595), (2012: 1,885)

Table 67: Satisfaction with parks and open spaces by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	14	24	24	11	16	13
Fairly satisfied	59	50	55	57	48	49
Neither satisfied/dissatisfied	22	21	14	26	23	22
Fairly dissatisfied	5	4	5	4	9	10
Very dissatisfied	1	1	2	2	4	6
Base: (All Respondents)	(199)	(249)	(343)	(208)	(161)	(168)

Satisfaction with play areas

59% of those surveyed were satisfied with the play areas provided by SDC. While this is seven percentage points lower than 2019, it is very close to the average score seen over the last ten years of 60.4%.

Looking at significant 2022 results:

- ❖ Those aged 35-49 were more satisfied than other age groups (63%).
- ❖ Residents in the Alcester/Bidford area were more satisfied with play areas than the other localities (69%).
- ❖ More females (17%) were very satisfied than males (12%).

Figure 34: Satisfaction with play areas

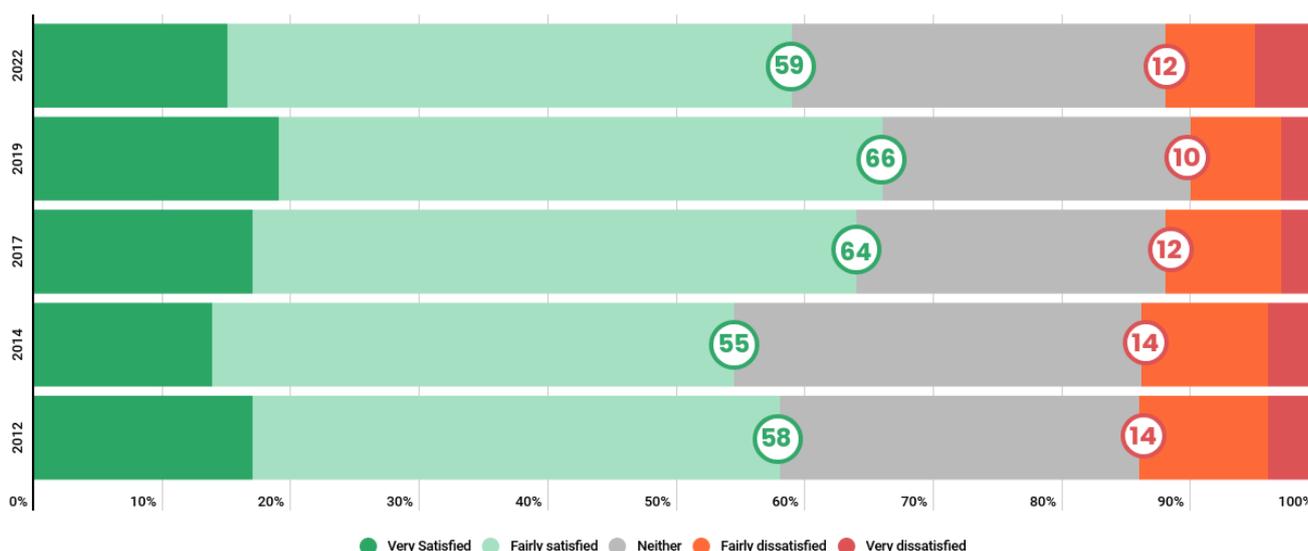


Table 68: Satisfaction with play areas by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	15	44	29	7	5
2019	19	47	24	7	3
2017	17	47	24	9	3
2014	14	41	32	10	4
2012	17	41	28	10	4

Base: (2022: 1,381), (2019: 1,695), (2017: 1,420), (2014: 1,377), (2012: 1,658)

Table 69: Satisfaction with play areas by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	13	23	18	7	18	8
Fairly satisfied	43	46	42	49	37	47
Neither satisfied/dissatisfied	35	25	27	37	25	27
Fairly dissatisfied	6	4	8	5	6	13
Very dissatisfied	3	0	5	2	14	6
Base: (All Respondents)	(165)	(209)	(257)	(176)	(134)	(152)

Satisfaction with car parking

46% of respondents were satisfied with car parking provided by SDC, up five percentage points on 2019 and the highest score recorded over the last ten years. Dissatisfaction levels have hovered between 30-34% across the last five surveys.

Looking at significant 2022 results:

- ❖ Alcester/Bidford residents were significantly more likely to be satisfied with car parking than residents of other areas (59%). Stratford locality had the lowest satisfaction level of 36%.
- ❖ Those aged 35-49 were more satisfied than other age groups (51%).

Figure 35: Satisfaction with car parking

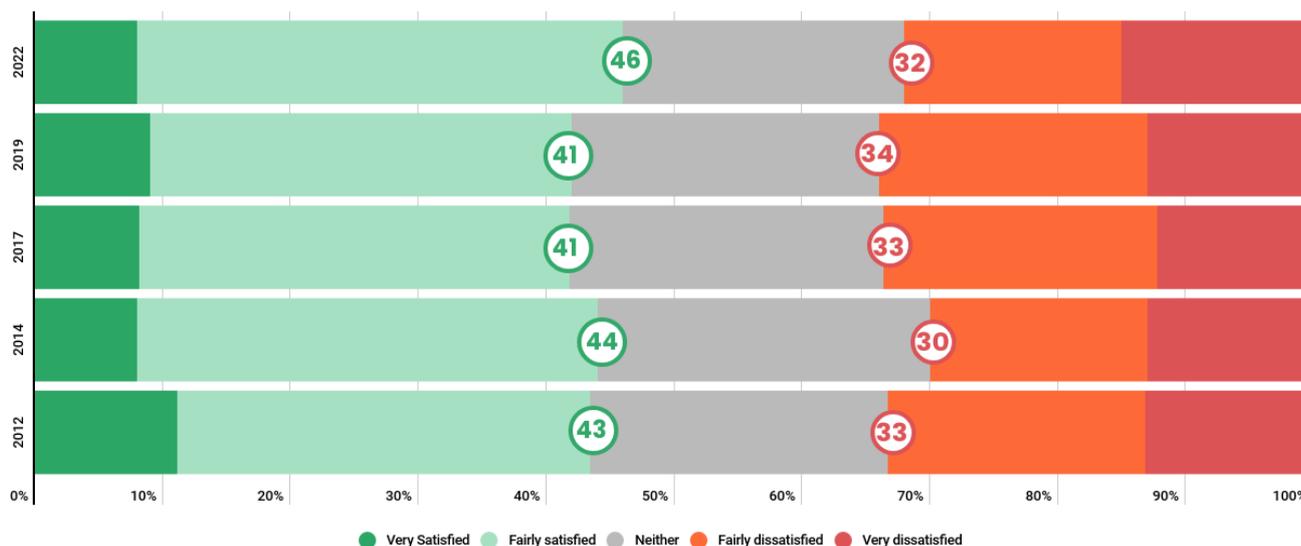


Table 70: Satisfaction with car parking by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	8	38	22	17	15
2019	9	33	24	21	13
2017	8	33	26	21	12
2014	8	36	26	17	13
2012	11	32	23	20	13

Base: (2022: 1,690), (2019: 1,761), (2017: 1,692), (2014: 1,634), (2012: 1,899)

Table 71: Satisfaction with car parking by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	8	14	7	4	7	10
Fairly satisfied	43	45	29	43	37	35
Neither satisfied/dissatisfied	21	24	21	24	20	24
Fairly dissatisfied	17	9	18	20	16	20
Very dissatisfied	11	9	25	9	20	11
Base: (All Respondents)	(208)	(253)	(335)	(214)	(166)	(177)

Satisfaction with public toilets

39% of those surveyed were satisfied with the public toilets provided by SDC, up one percentage point on 2019, and the second highest score seen across the last five surveys. Dissatisfaction has remained largely static around 31% over this time.

Looking at significant 2022 results:

- ❖ Residents of Wellesbourne were the least satisfied of all (19% satisfied), compared with a high of 52% for Alcester/Bidford residents.
- ❖ Those aged 18-34 were significantly more likely to be dissatisfied with public toilets (41%).
- ❖ Female respondents (25%) were less likely to be dissatisfied than male respondent (35%).

Figure 36: Satisfaction with public toilets

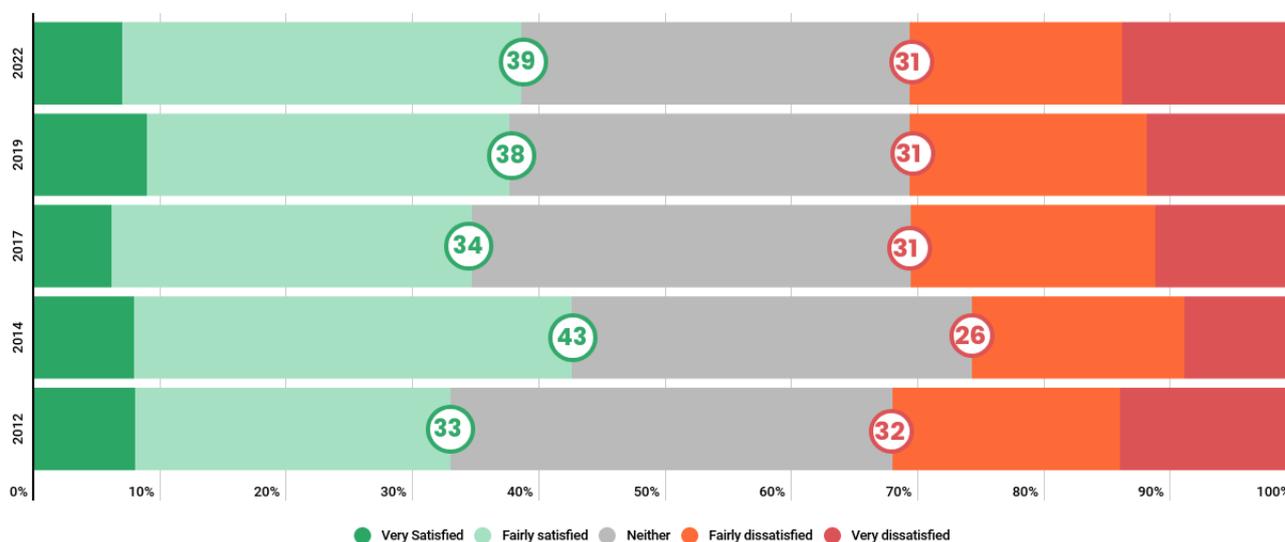


Table 72: Satisfaction with public toilets by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	7	32	31	17	14
2019	9	29	32	19	12
2017	6	28	34	19	12
2014	8	35	32	17	9
2012	8	25	35	18	14

Base: (2022: 1,428), (2019: 1,694), (2017: 1,430), (2014: 1,436), (2012: 1,589)

Table 73: Satisfaction with public toilets by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	7	13	6	7	2	5
Fairly satisfied	36	39	36	28	17	24
Neither satisfied/dissatisfied	31	29	26	35	31	37
Fairly dissatisfied	12	10	18	17	24	22
Very dissatisfied	14	8	14	14	26	12
Base: (All Respondents)	<i>(177)</i>	<i>(220)</i>	<i>(298)</i>	<i>(183)</i>	<i>(118)</i>	<i>(146)</i>

Satisfaction with grass cutting

59% of respondents were satisfied with grass cutting, the same score as 2019 and roughly average for the last ten years. Dissatisfaction settled back to 13%, the lowest score seen across the past five surveys.

Looking at significant 2022 results:

- ❖ 67% of female respondents compared with male respondents (53%).

Figure 37: Satisfaction with grass cutting

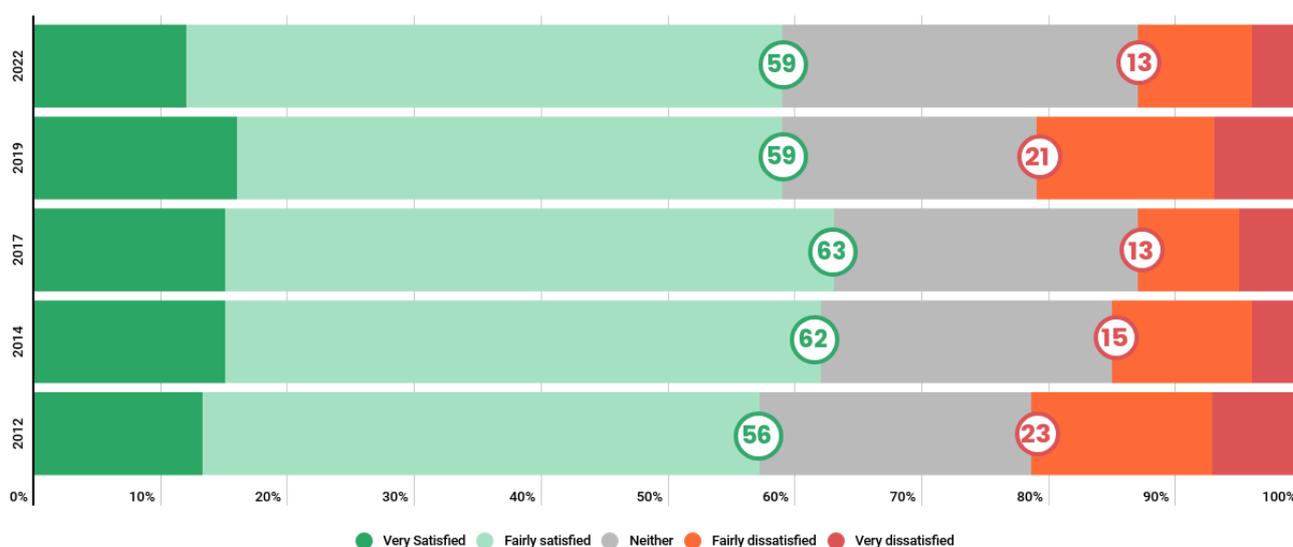


Table 74: Satisfaction with grass cutting by year

	<i>Very Satisfied</i>	<i>Fairly Satisfied</i>	<i>Neither</i>	<i>Fairly Dissatisfied</i>	<i>Very Dissatisfied</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
2022	12	47	28	9	4
2019	16	43	21	14	7
2017	15	48	24	8	5
2014	15	47	23	11	4
2012	13	43	21	14	9

Base: (2022: 1,669), (2019: 1,732), (2017: 1,701), (2014: 1,703), (2012: 1,952)

Table 75: Satisfaction with grass cutting by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	9	13	14	15	7	12
Fairly satisfied	46	48	43	44	56	49
Neither satisfied/dissatisfied	32	28	26	32	22	26
Fairly dissatisfied	9	7	12	5	9	8
Very dissatisfied	3	3	5	4	6	5
Base: (All Respondents)	<i>(200)</i>	<i>(252)</i>	<i>(326)</i>	<i>(2131)</i>	<i>(166)</i>	<i>(176)</i>

Satisfaction with processing planning applications

Satisfaction with the way SDC process planning applications has been falling over the past ten years, with 23% of respondents expressing satisfaction in the 2022 survey. Equally, dissatisfaction has been rising in both 2019 and 2022, dissatisfaction outweighed satisfaction, by 5% and 16% respectively.

Looking at significant 2022 results:

- ❖ Southam locality residents were the least satisfied of all (13%), compared with 28% for those living in the Shipston area.

Figure 38: Satisfaction with processing planning applications

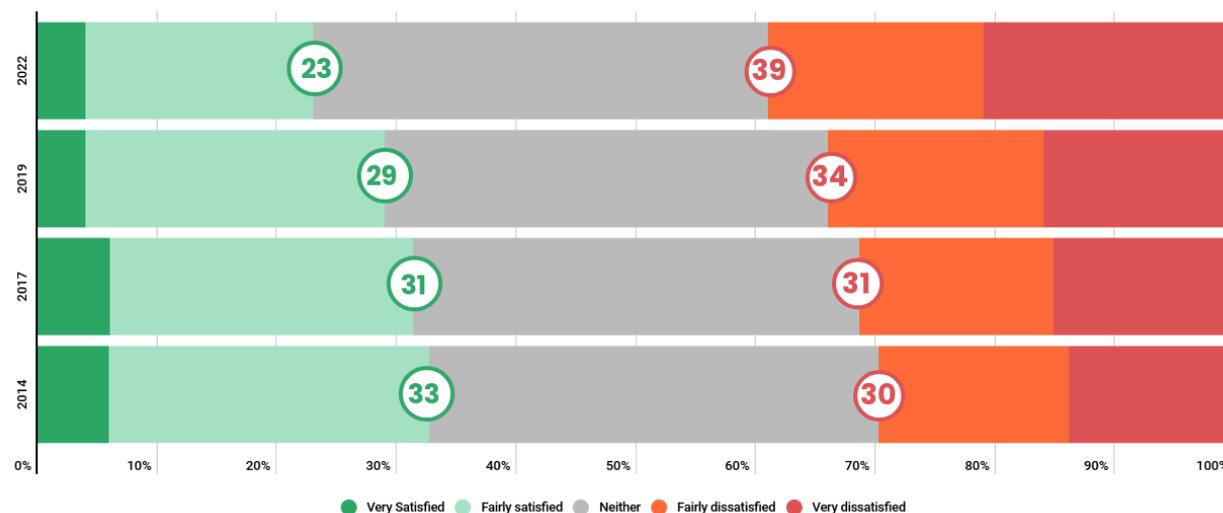


Table 76: Satisfaction with processing planning applications by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	4	19	38	18	21
2019	4	25	37	18	16
2017	6	25	37	16	15
2014	6	27	38	16	14

Base: (2022: 1,070), (2019: 1,707), (2017: 1,107), (2014: 1,164)

Table 77: Satisfaction with processing planning applications by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	4	3	6	5	1	1
Fairly satisfied	20	21	17	23	20	12
Neither satisfied/dissatisfied	34	43	34	46	26	43
Fairly dissatisfied	19	17	21	11	24	19
Very dissatisfied	23	16	22	15	28	25
Base: (All Respondents)	<i>(138)</i>	<i>(153)</i>	<i>(186)</i>	<i>(143)</i>	<i>(97)</i>	<i>(120)</i>

Satisfaction with way SDC develops planning policies

15% of respondents were satisfied with how SDC develops planning policies, a fall of two percentage points on 2019 and the lowest results over the last ten years. Dissatisfaction itself was not as high as previous years; however, dissatisfaction has consistently outweighed satisfaction over the period, with a net score this year of -28 percentage points.

Looking at significant 2022 results:

- ❖ Southam locality residents were the least satisfied of all (8%), compared with 20% for those living in the Alcester/Bidford area.

Figure 39: Satisfaction with way SDC develops planning policies

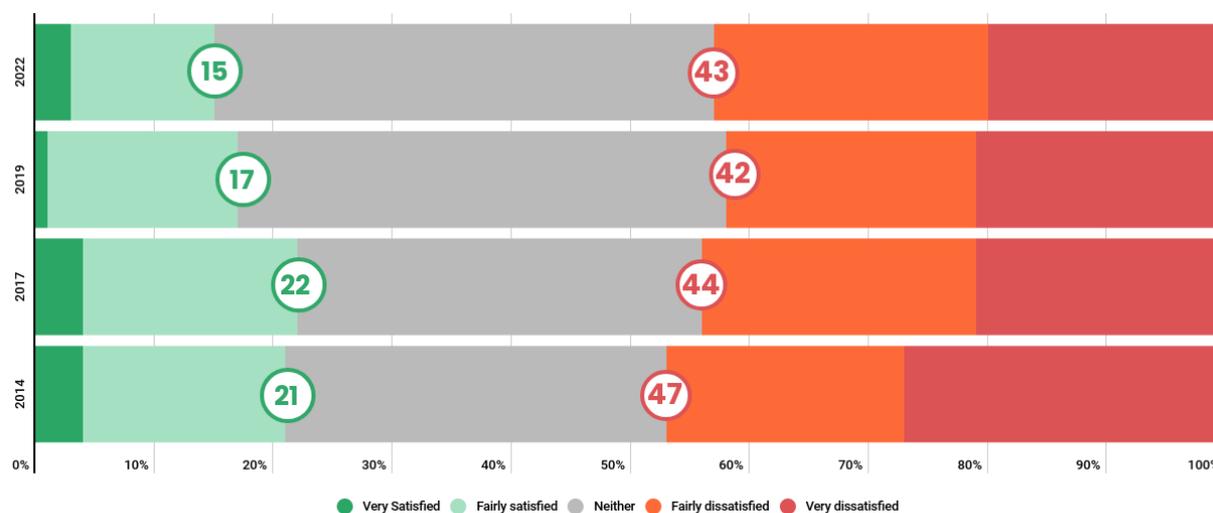


Table 78: Satisfaction with way SDC develops planning policies by year

	<i>Very Satisfied</i>	<i>Fairly Satisfied</i>	<i>Neither</i>	<i>Fairly Dissatisfied</i>	<i>Very Dissatisfied</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
2022	3	12	42	23	20
2019	1	16	41	21	21
2017	4	18	34	23	21
2014	4	17	32	20	27

Base: (2022: 1,090), (2019: 1,712), (2017: 1,171), (2014: 1,212)

Table 79: Satisfaction with processing planning application by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	4	4	4	3	0	1
Fairly satisfied	12	16	10	14	13	7
Neither satisfied/dissatisfied	42	46	39	45	31	48
Fairly dissatisfied	25	14	25	27	25	22
Very dissatisfied	16	20	22	12	31	23
Base: (All Respondents)	<i>(137)</i>	<i>(149)</i>	<i>(203)</i>	<i>(144)</i>	<i>(103)</i>	<i>(116)</i>

Satisfaction with housing services

20% of respondents were satisfied with SDC’s housing services, the same score as the previous survey, and still remaining low compared to previous years. However, the proportion of residents expressing dissatisfaction with housing services fell by five percentage points to 24%. The vast majority of responses – 56% - were neutral in sentiment, neither satisfied nor dissatisfied.

Looking at significant 2022 results:

- ❖ Those in the 18- to 34-year-old age group were more likely to be dissatisfied in some way (31%).
- ❖ Female respondents (29%) were more likely to be dissatisfied than male respondents (21%).

Figure 40: Satisfaction with housing services

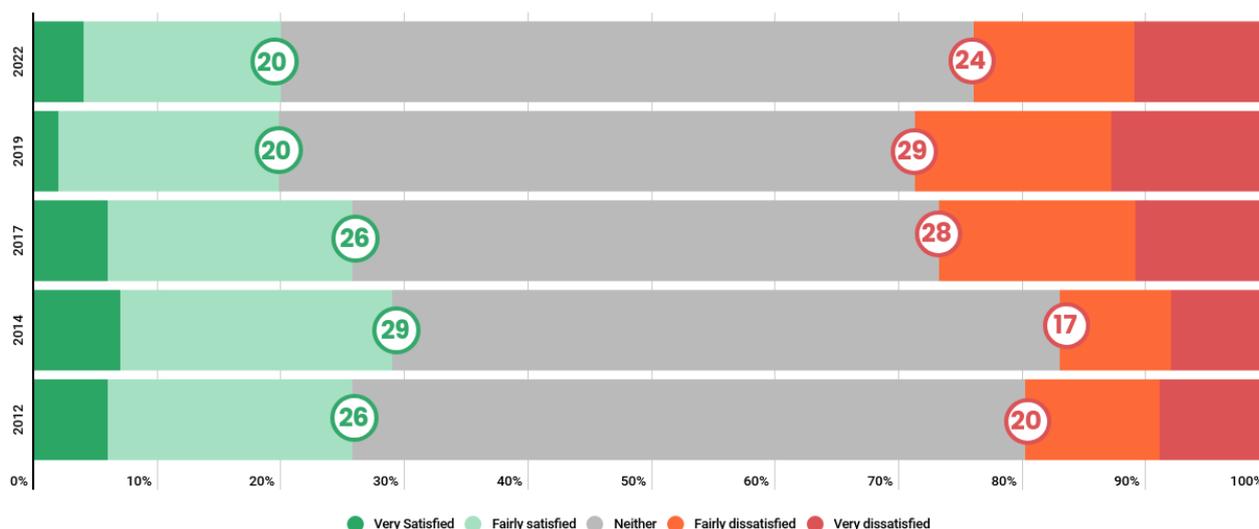


Table 80: Satisfaction with housing services by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	4	16	56	13	11
2019	2	18	52	16	13
2017	6	20	48	16	11
2014	7	22	54	9	8
2012	6	20	55	11	9

Base: (2022: 850), (2019: 855), (2017: 905), (2014: 905), (2012: 1,182)

Table 81: Satisfaction with housing services by locality

BY LOCALITY	Henley/ Studley	Alcester /Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	6	6	7	3	1	1
Fairly satisfied	15	18	14	13	27	12
Neither satisfied/dissatisfied	61	58	49	65	49	55
Fairly dissatisfied	12	8	17	11	10	17
Very dissatisfied	7	11	12	9	12	15
Base: (All Respondents)	(106)	(118)	(161)	(112)	(76)	(93)

Net satisfaction scores – individual services

The service with the highest net satisfaction score (satisfaction % - dissatisfaction %) is refuse collection at +72%. This has consistently received the highest net satisfaction over the last five surveys, although the gap has narrowed a little in this latest survey. Net satisfaction for processing planning applications has been falling since the measure first began in 2014 and fell by some margin this survey. Net satisfaction in developing planning policies has been consistently negative over the past four surveys.

Table 82: Net satisfaction scores

SERVICE AREA	2022	2019	2017	2014	2012
Refuse collection	+72	+85	+85	+85	+84
Parks and open spaces	+62	+65	+66	+59	+64
Doorstep recycling	+60	+74	+72	+77	+81
Play areas	+47	+56	+52	+41	+44
Grass cutting	+46	+37	+50	+47	+33
Keeping public land clear of litter and refuse	+39	+56	+58	+59	+65
Sports and leisure facilities	+31	+40	+43	+30	+28
Car parking	+14	+9	+8	+14	+10
Public toilets	+8	+6	+1	+17	+1
Housing services	-4	-8	-1	+12	+6
Processing planning applications	-16	-4	0	+3	-
Develop planning policies	-28	-25	-22	-26	-

4.4.2 Frequency of using services

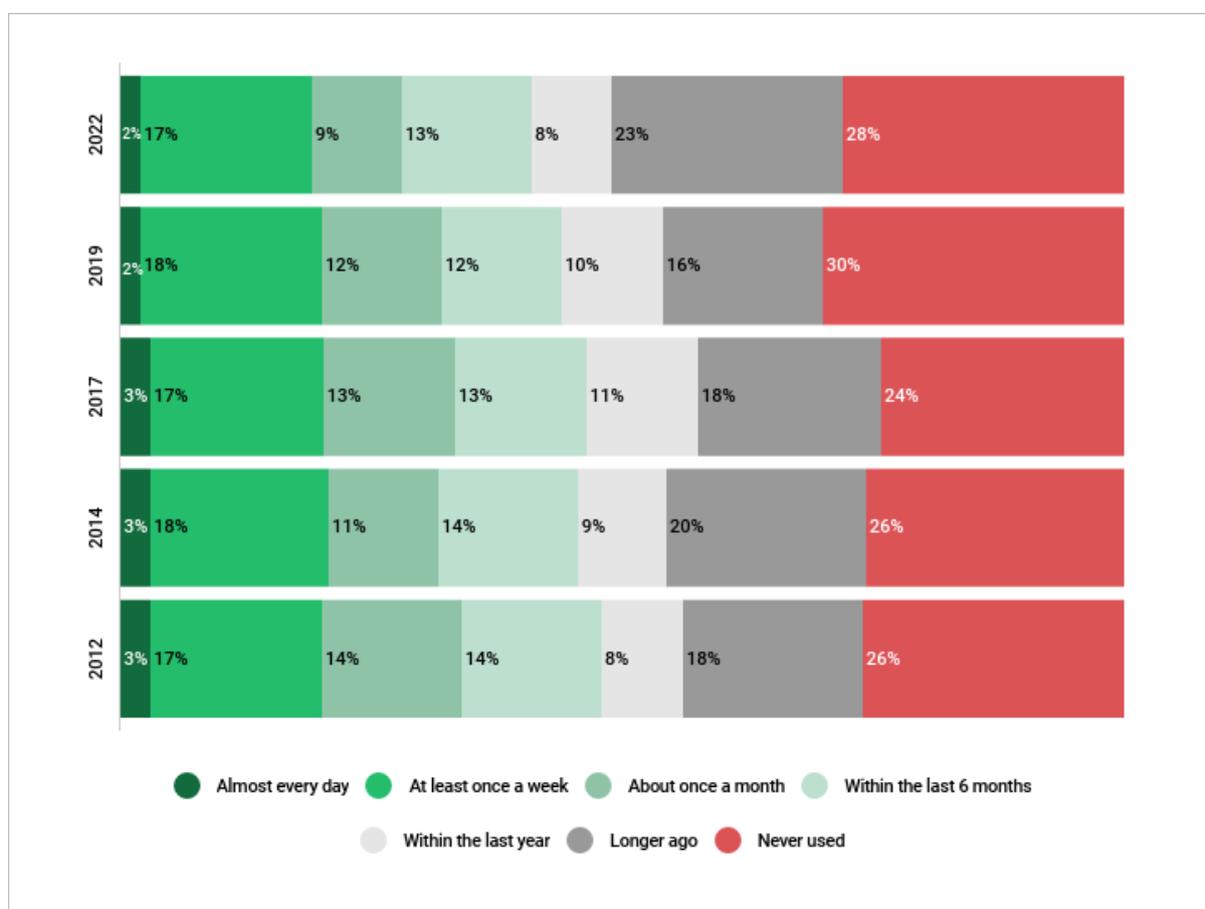
Frequency of using sports / leisure facilities

The proportion of respondents using the sports/leisure facilities provided by SDC, either every day or at least once a week, has remained fairly static over the last ten years, with 19% saying that they did so in this year's survey. However, the proportion of residents saying that they use these facilities about once a month has fallen over this period from 14% to 9%. The proportion of those saying that they never use these facilities has hovered between 24-30%, with this year's result at 28%.

Looking at significant 2022 results:

- ❖ Stratford town residents were significantly more likely to use used sports and leisure facilities provided by SDC at least weekly (33%) than other areas.
- ❖ Those aged 18-34 and 35-49 were significantly more likely than other age groups to use sports and leisure facilities at least once a week.
- ❖ The older the resident, the more likely they were to have never used sports/leisure facilities; however, those aged 18-34 were also just as likely to say that they 'never used' sports or leisure facilities as those aged 65+.
- ❖ Male respondents (34%) were more likely not to use the sport and leisure facilities than female respondents (20%).

Figure 41: Usage of sports/leisure facilities



SDC RESIDENTS SURVEY 2022

Table 83: Usage of sports/leisure facilities, by year

	<i>Almost every day</i>	<i>At least once a week</i>	<i>About once a month</i>	<i>Within the last 6 months</i>	<i>Within the last year</i>	<i>Longer ago</i>	<i>Never used</i>
2022	2	17	9	13	8	23	28
2019	2	18	12	12	10	16	30
2017	3	17	13	13	11	18	24
2014	3	18	11	14	9	20	26
2012	3	17	14	14	8	18	26

Base: (2022: 1,566), (2019: 1,721), (2017: 1,566), (2014: 1,592), (2012: 1,770)

Table 84: Usage of sports/leisure facilities, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	2	3	3	0	1	2
At least once a week	15	8	30	10	13	19
About once a month	6	6	10	15	7	7
Within the last 6 months	15	14	9	15	7	17
Within the last year	11	8	7	9	7	6
Longer ago	21	29	23	17	32	20
Never used	31	32	17	34	34	29
Base: (All Respondents)	(189)	(230)	(314)	(208)	(157)	(162)

Frequency of using parks and open spaces

52% use SDC’s parks and open spaces at least once a week or even almost every day. This is the highest figure seen over the last ten years and due, most likely, to people wanting more fresh air during the pandemic. The proportion who said that they never used it was 5%, the lowest figure seen over the same period.

Looking at significant 2022 results:

- ❖ Stratford residents were more likely to use parks and open spaces almost every day or at least once a week than residents in other areas (69%).
- ❖ 14% of Shipston residents have never used them, compared to 1% of those in Stratford.
- ❖ Those aged 18-34 and 35-49 were significantly more likely than older age groups to say that they used parks and open spaces at least once a week.
- ❖ The older the resident, the more likely they were not to have used parks and open spaces within the last six months or longer (40% 65+ vs 19% 35-49).
- ❖ Women were significantly more likely to use parks and open spaces almost every day than men (22% vs 14%).

Figure 42: Usage of parks and open spaces

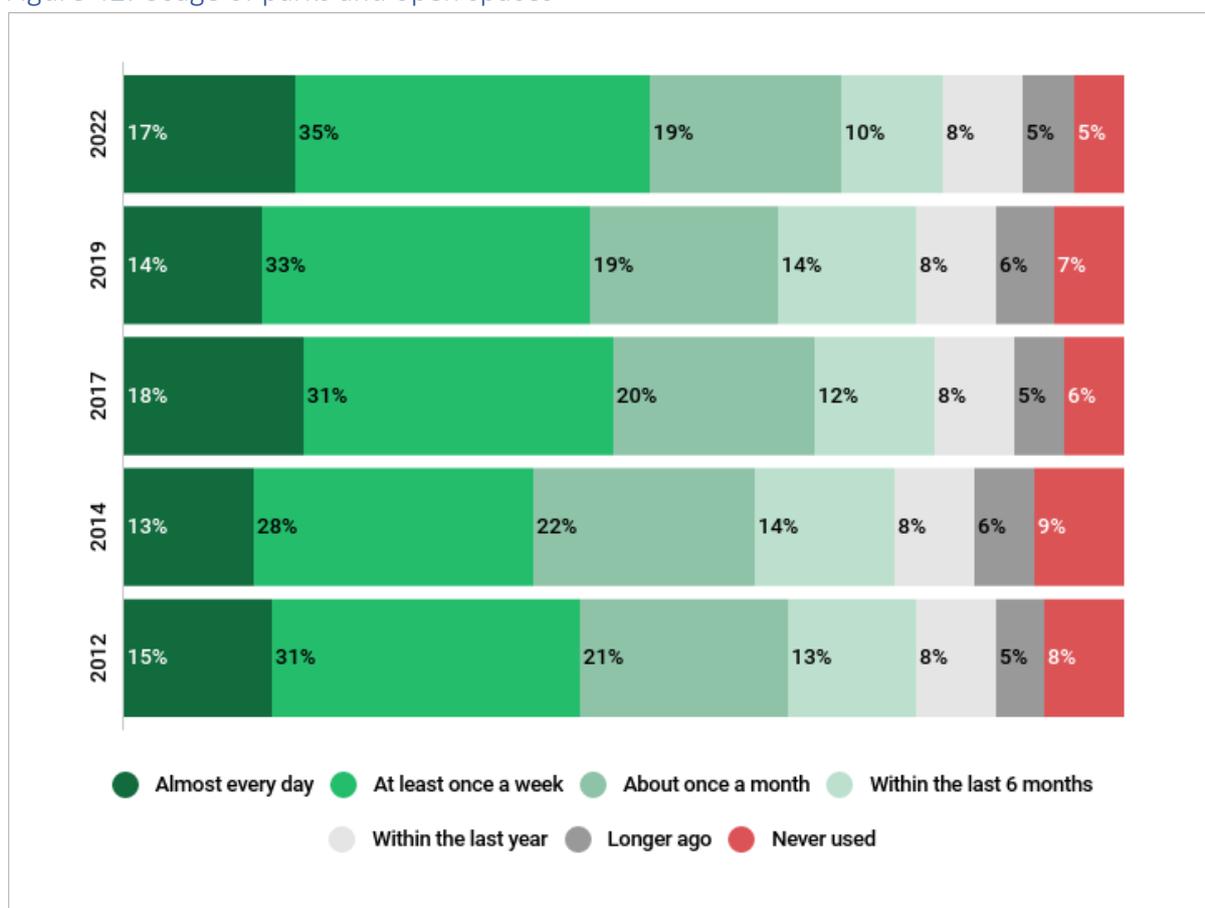


Table 85: Usage of parks and open spaces, by year

	<i>Almost every day</i>	<i>At least once a week</i>	<i>About once a month</i>	<i>Within the last 6 months</i>	<i>Within the last year</i>	<i>Longer ago</i>	<i>Never used</i>
2022	17	35	19	10	8	5	5
2019	14	33	19	14	8	6	7
2017	18	31	20	12	8	5	6
2014	13	28	22	14	8	6	9
2012	15	31	21	13	8	5	8

Base: (2022: 1,691), (2019: 1,727), (2017: 1,677), (2014: 1,677), (2012: 1,877)

Table 86: Usage of parks and open spaces, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	18	17	23	8	14	19
At least once a week	33	35	46	23	22	40
About once a month	25	20	15	26	21	12
Within the last 6 months	9	10	7	16	12	8
Within the last year	7	9	6	7	18	5
Longer ago	6	3	2	6	9	10
Never used	2	7	1	14	5	6
Base: (All Respondents)	<i>(202)</i>	<i>(251)</i>	<i>(346)</i>	<i>(216)</i>	<i>(167)</i>	<i>(171)</i>

Frequency of using play areas

19% of those surveyed use SDC’s play areas at least once a week or even almost every day, the lowest figure seen over the last ten years. The proportion of residents who said that they never used them was higher than the average over the same period at 34%.

Looking at significant 2022 results:

- ❖ Shipston residents were most likely to say that they never used play areas.
- ❖ 37% of 35- to 49-year-olds had been to play areas at least once a week, compared to 4% of 65 plus and 6% of 50- to 64-year-olds.
- ❖ 41% of males versus 26% of females have never used play areas.
- ❖ 5% of females have been to a play area almost every day, compared to 1% of male respondents.

Figure 43: Usage of play areas

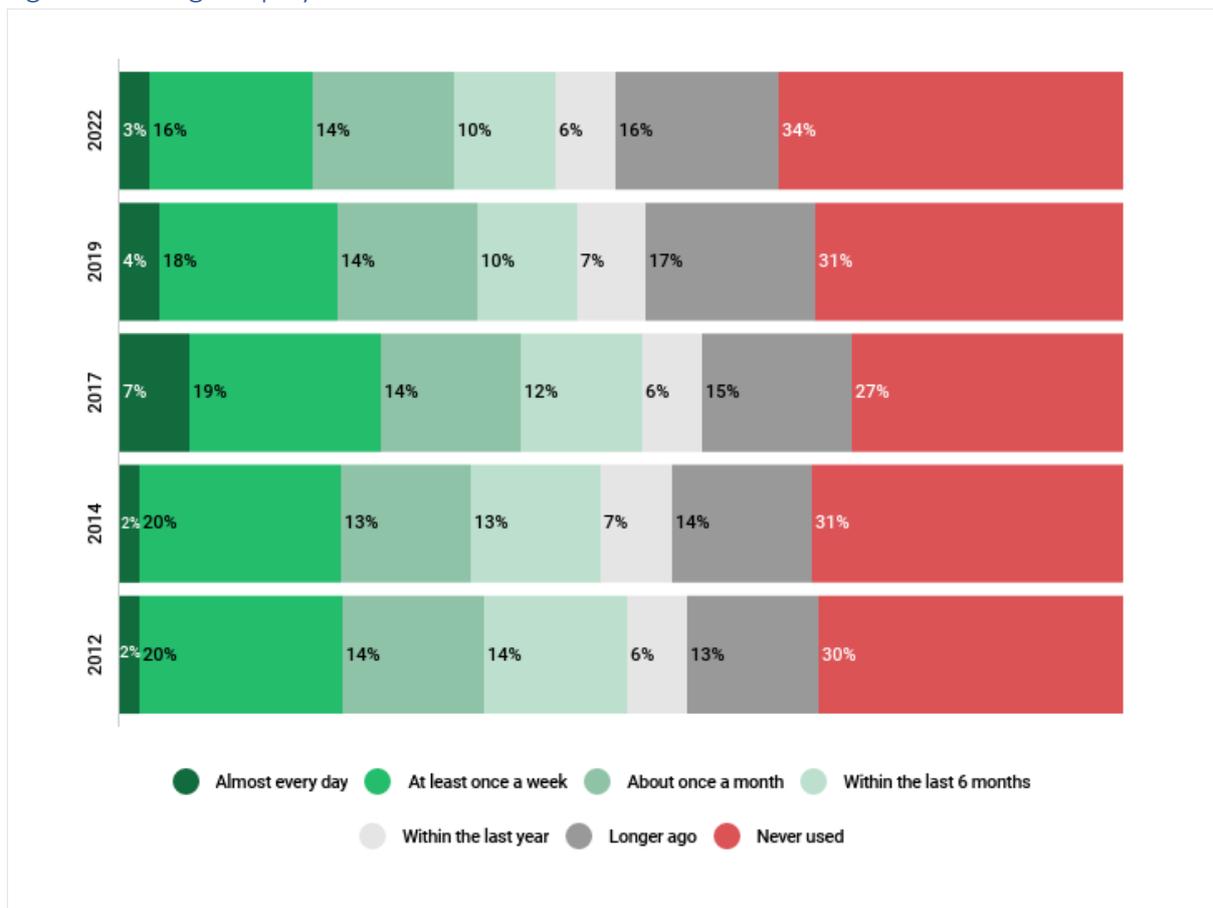


Table 87: Usage of play areas, by year

	<i>Almost every day</i>	<i>At least once a week</i>	<i>About once a month</i>	<i>Within the last 6 months</i>	<i>Within the last year</i>	<i>Longer ago</i>	<i>Never used</i>
2022	3	16	14	10	6	16	34
2019	4	18	14	10	7	17	31
2017	7	19	14	12	6	15	27
2014	2	20	13	13	7	14	31
2012	2	20	14	14	6	13	30

Base: (2022: 1,285), (2019: 1,707), (2017: 1,316), (2014: 1,387), (2012: 1,498)

Table 88: Usage of play areas, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	4	4	4	2	3	3
At least once a week	9	14	19	12	8	26
About once a month	18	16	16	10	18	10
Within the last 6 months	10	5	8	15	11	13
Within the last year	10	5	6	6	6	6
Longer ago	19	21	12	14	19	15
Never used	31	34	35	42	35	27
Base: (All Respondents)	<i>(149)</i>	<i>(176)</i>	<i>(246)</i>	<i>(185)</i>	<i>(128)</i>	<i>(135)</i>

Frequency of using car parking

51% of respondents use SDC’s car parking facilities at least once a week or even almost every day. This is a fall of nine percentage points on 2019, and the lowest figure seen over the last ten years by some margin.

The proportion of residents who said that they used SDC car parking one a month – at 24% - was higher than previous surveys. The proportion who said that they never use car parking was in line with previous surveys. This suggests that there has been a slight change in residents’ habits in how often they come into towns and use parking – they have not stopped altogether but do so less frequently than they used to.

Looking at significant 2022 results:

- ❖ Shipston area residents were more likely than those in other areas to use car parks at least once a week or every day (61%).
- ❖ 37% of those aged 18 to 34 used car parks daily or at least once a week, the lowest percentage.
- ❖ 9% of male respondents have never used SDC car parks, compared with 3% of female respondents.

Figure 44: Usage of car parking

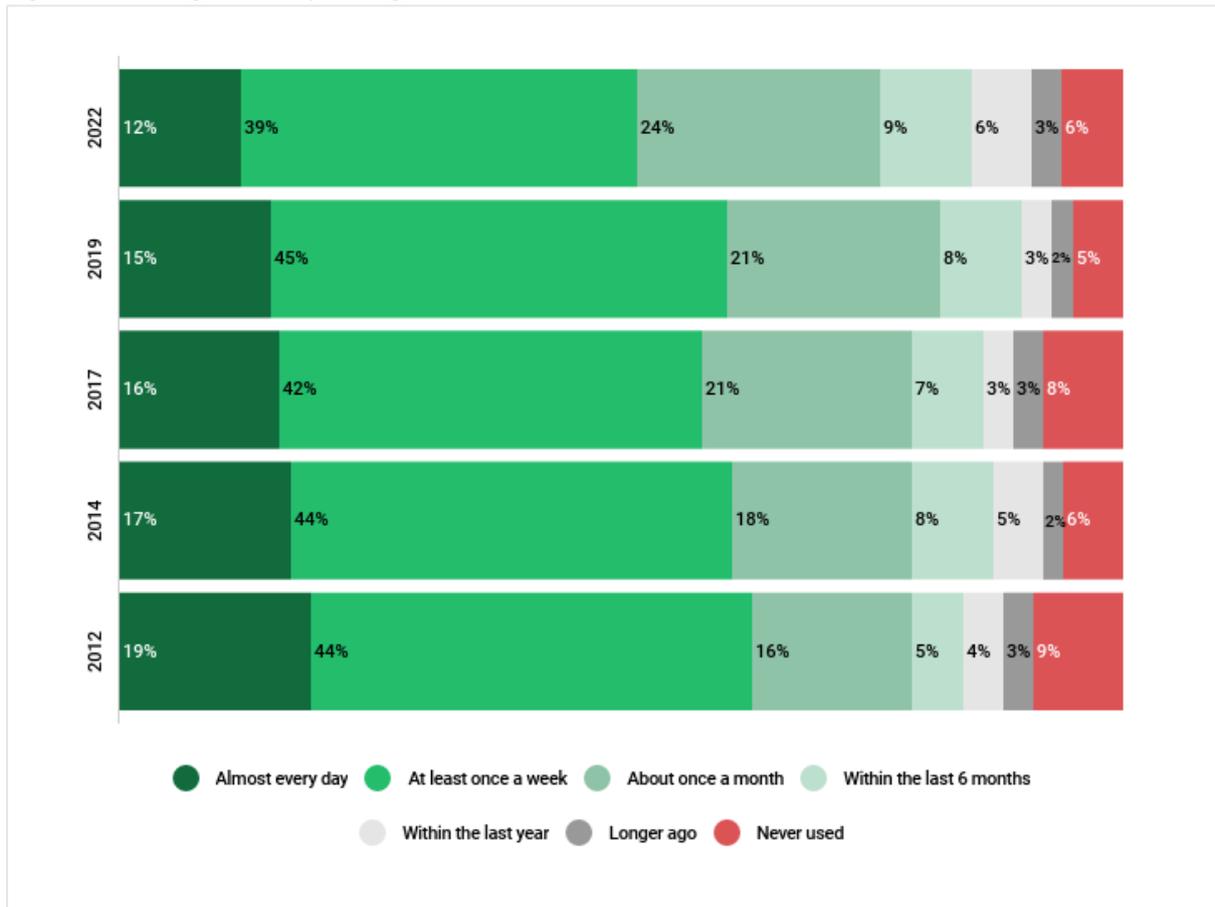


Table 89: Usage of car parking, by year

	<i>Almost every day</i>	<i>At least once a week</i>	<i>About once a month</i>	<i>Within the last 6 months</i>	<i>Within the last year</i>	<i>Longer ago</i>	<i>Never used</i>
2022	12	39	24	9	6	3	6
2019	15	45	21	8	3	2	5
2017	16	42	21	7	3	3	8
2014	17	44	18	8	5	2	6
2012	19	44	16	5	4	3	9

Base: (2022: 1,659), (2019: 1,761), (2017: 1,634), (2014: 1,678), (2012: 1,776)

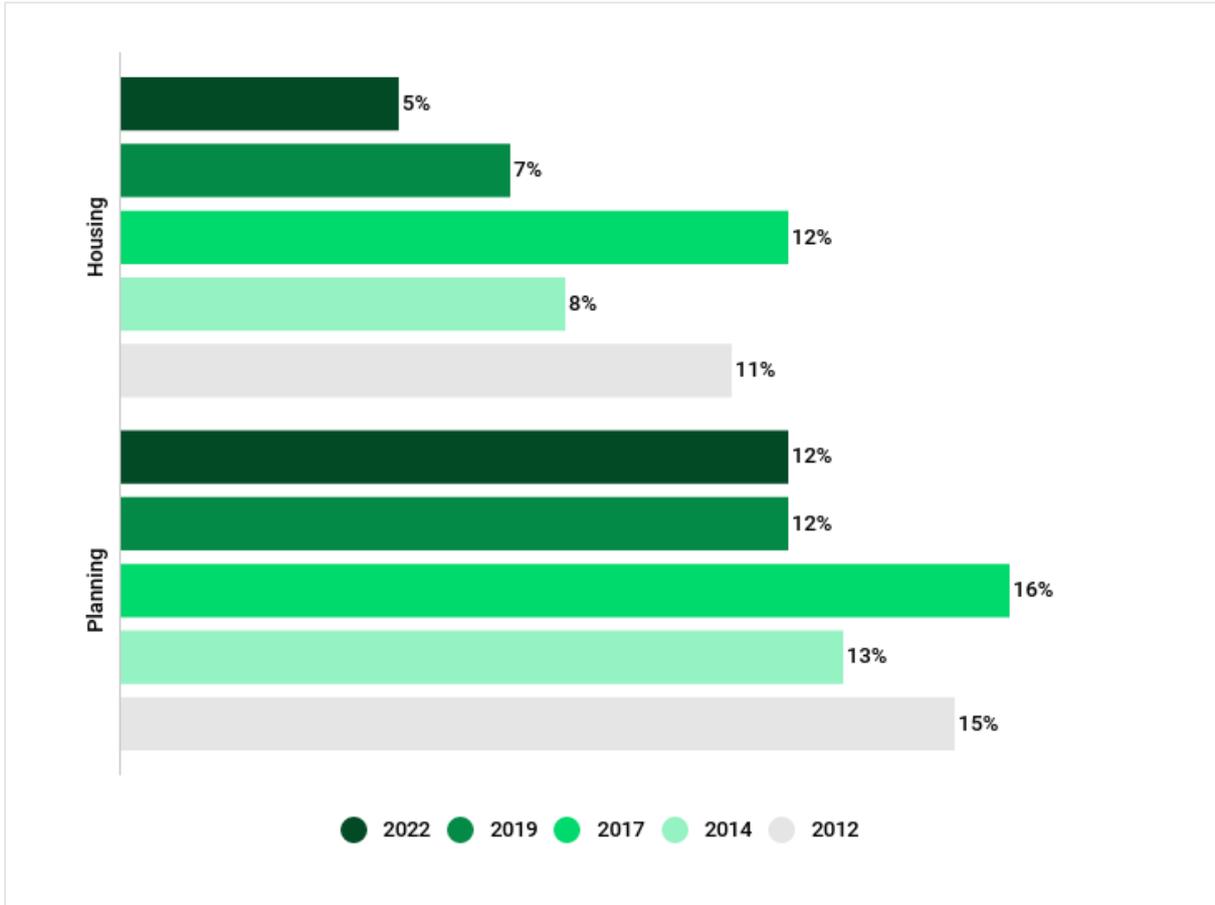
Table 90: Usage of car parking, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Almost every day	8	15	13	17	9	8
At least once a week	39	38	45	44	30	32
About once a month	25	25	18	20	31	26
Within the last 6 months	10	11	8	9	6	12
Within the last year	6	5	6	4	10	8
Longer ago	4	2	3	3	6	5
Never used	7	4	7	4	9	8
Base: (All Respondents)	(193)	(252)	(323)	(225)	(169)	(169)

Use of housing and planning services in last 12 months

5% of respondents or other members of their family have used housing services – the lowest figure over the last ten years. 12% said that they had used planning services – again, the lowest figure seen across the surveys over the last ten years along with 2019.

Figure 45: Usage of housing and planning services



Base: (2022: 342), (2019: 359), (2017: 1,905), (2014: 1,930)

4.5 Community Safety/Anti-Social Behaviour

This section asked residents how safe they felt both during the day and at night; it also asked whether they felt that certain types of anti-social behaviour were a problem in their local area.

4.5.1 Feelings of Safety

Feeling safe after dark

69% said they felt either fairly or very safe after dark; this is a lower score than the previous four surveys. Equally, the proportion feeling fairly or very unsafe after dark has risen to 17% - the highest score across all five surveys.

Looking at significant 2022 results:

- ❖ Stratford residents were less likely than those in other localities to say they felt very safe after dark. Overall, 57% of Stratford residents said they felt fairly or very safe compared to 78% of Shipston residents and 81% of Wellesbourne/Kineton residents.
- ❖ More women felt very or fairly unsafe than men (21% vs 15%).

Figure 46: How safe or unsafe residents feel when outside after dark

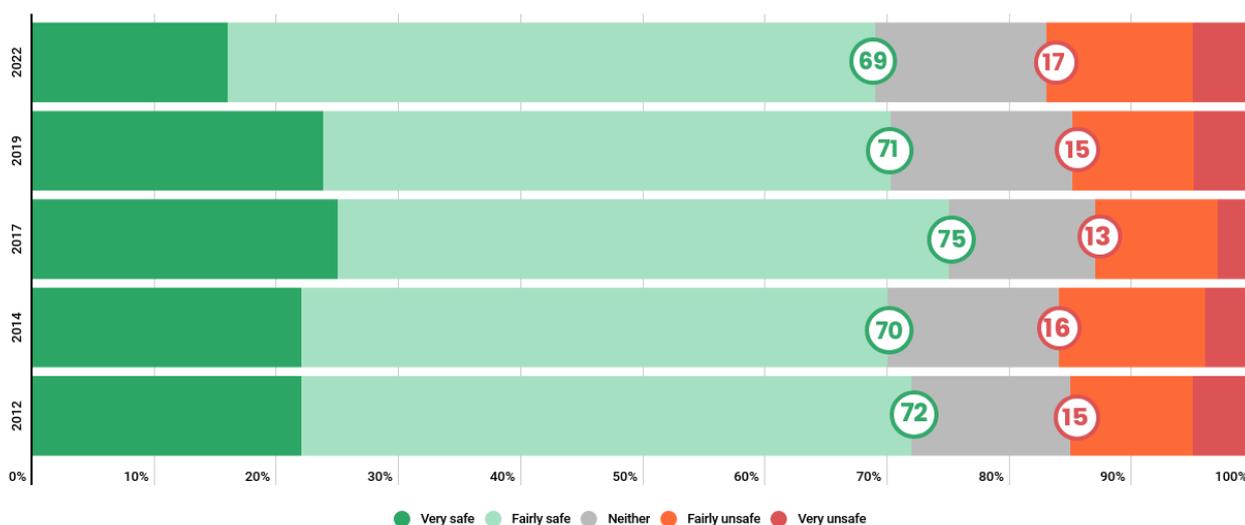


Table 91: How safe or unsafe residents feel when outside after dark by year

	<i>Very Safe</i> %	<i>Fairly Safe</i> %	<i>Neither</i> %	<i>Fairly Unsafe</i> %	<i>Very Unsafe</i> %
2022	16	53	14	12	5
2019	24	47	15	10	5
2017	25	50	12	10	3
2014	22	48	14	12	4
2012	22	50	13	10	5

Base: (2022: 1,766), (2019: 1,742), (2017: 1,772), (2014: 1,799), (2012: 2,009)

Table 92: How safe or unsafe residents feel when outside after dark by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
Very safe	16	18	12	19	17	17
Fairly safe	45	55	45	59	64	55
Neither safe nor unsafe	19	14	16	10	9	12
Fairly unsafe	9	8	21	10	5	13
Very unsafe	10	5	6	1	5	3
Base: (All Respondents)	(213)	(255)	(344)	(235)	(176)	(183)

Feeling safe during the day

93% of residents felt fairly or very safe during the day; while the lowest score seen over the last ten years, scores have only diverged by three percentage points over this time, so have remained fairly consistent. The proportions feeling fairly or very unsafe during the day have remained consistently very low at 1% following 2012’s result of 2%.

Looking at significant 2022 results:

- ❖ Shipston locality residents (69%) more likely than other residents to say that they feel very safe during the day. The lowest was for Stratford at 56%.

Figure 47: How safe or unsafe residents feel when outside in the day

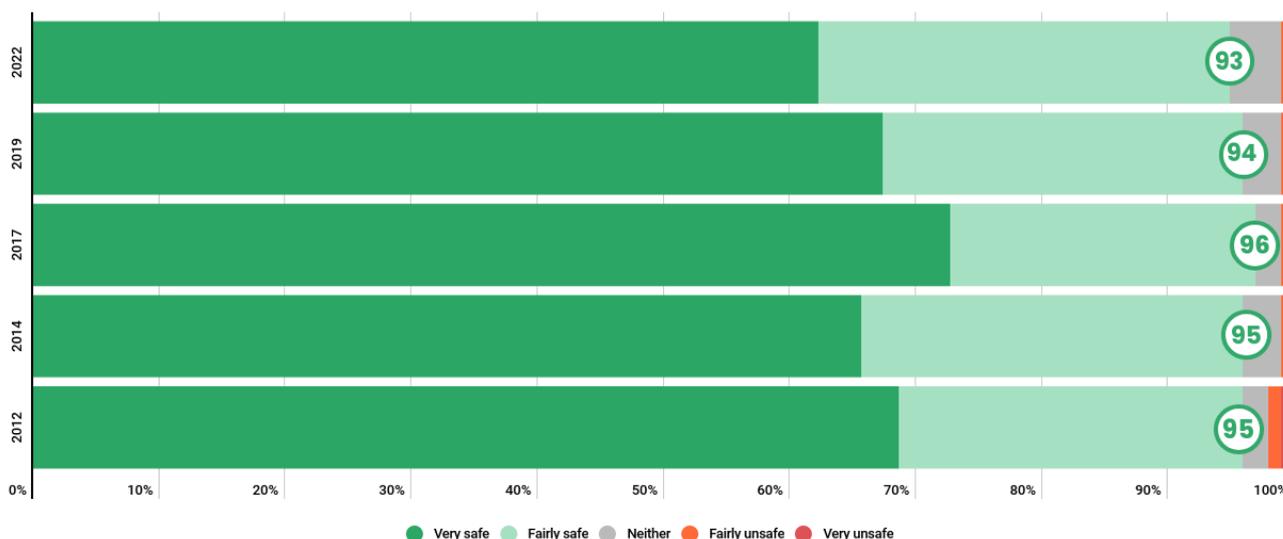


Table 93: How safe or unsafe residents feel when outside in the day by year

	Very Safe %	Fairly Safe %	Neither %	Fairly Unsafe %	Very Unsafe %
2022	61	32	4	1	0
2019	66	28	4	1	0
2017	72	24	3	1	0
2014	65	30	3	1	0
2012	68	27	3	1	1

Base: (2022: 1,803), (2019: 1,732), (2017: 1,794), (2014: 1,822), (2012: 2,028)

Table 94: How safe or unsafe residents feel when outside in the day by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very safe	60	65	56	69	60	61
Fairly safe	33	29	35	28	36	33
Neither safe nor unsafe	4	4	7	3	1	5
Fairly unsafe	2	2	2	0	2	1
Very unsafe	0	0	0	0	1	1
Base: (All Respondents)	<i>(215)</i>	<i>(270)</i>	<i>(350)</i>	<i>(237)</i>	<i>(180)</i>	<i>(185)</i>

4.5.2 Anti-social behaviour

The biggest problems in terms of anti-social behaviour were dog fouling and fly tipping, with both seeing 42% respondents saying that they were a very or a fairly big problem.

Table 95: Aspects of anti-social behaviour, % saying very or fairly big problem

Anti-social behaviour	2022	2019	2017	2014	2012
	%	%	%	%	%
Dog fouling	42	35	45	-	-
Fly tipping	42	30	25	-	-
Rural crime	36	41	-	-	-
People using or dealing drugs	29	28	19	22	21
Rubbish or litter lying around	29	20	20	22	19
Anti-social vehicle use	29	-	-	-	-
Vandalism, graffiti, deliberate damage	17	16	14	13	16
Groups hanging around street	15	16	14	19	22
People being rowdy or drunk in public	12	11	11	17	19
Noisy neighbours/loud parties	8	10	9	11	10

Dog fouling

42% of respondents regard dog fouling as a very or fairly big problem. This represents a rise of seven percentage points on 2019, taking the result back to the sort of level seen in 2017. Almost as many people felt it was a very big problem as not a problem at all.

Looking at significant 2022 results:

- ❖ Southam locality residents were most likely to see this as a problem, with 56% saying that it was a fairly or very big problem. Least likely were Wellesbourne/Kineton residents (34%) and Shipston locality (35%).
- ❖ 53% of those aged 35 to 49 felt dog fouling was a very or fairly big problem.

Figure 48: Dog fouling

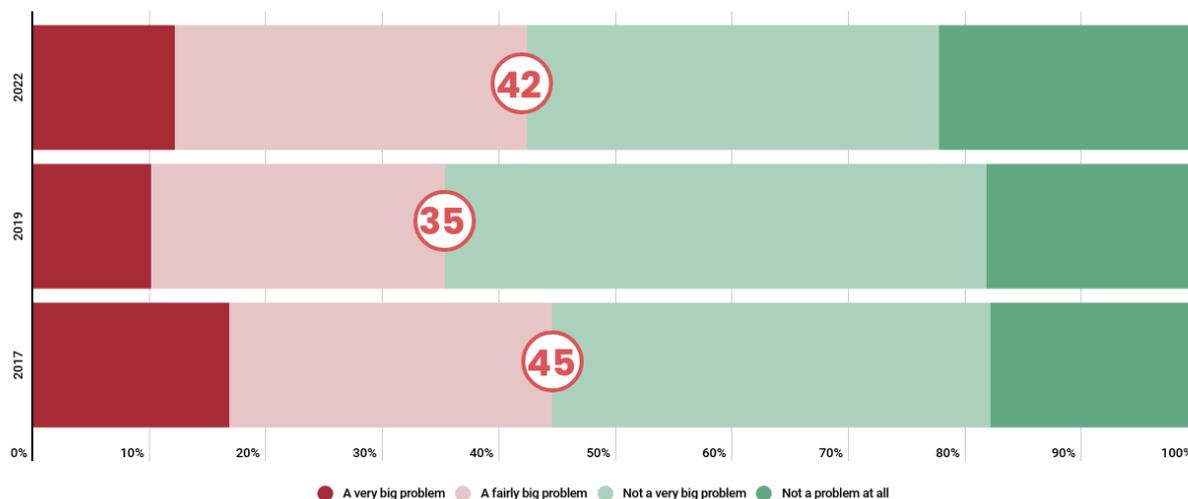


Table 96: Dog fouling by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	14	42	40	18
2019	10	35	46	18
2017	17	45	38	18

Base: (2022: 1,748), (2019: 1,734), (2017: 1,777)

Table 97: Dog fouling by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	17	13	16	7	10	21
A fairly big problem	26	26	27	28	24	35
Not a very big problem	35	43	40	45	51	27
Not a problem at all	22	19	17	20	14	17
Base: (All Respondents)	(209)	(260)	(341)	(233)	(175)	(184)

Fly tipping

42% of respondents regard fly tipping as a very or fairly big problem. This is a rise of 12 percentage points on 2019, and 17 points higher than 2017.

Looking at significant 2022 results:

- ❖ 57% of Henley/Studley locality residents saw fly tipping as a fairly or big problem, in contrast to 32% of Stratford locality residents.
- ❖ Male respondents were more likely to see this as a very big problem (15% vs 9%).

Figure 49: Fly tipping

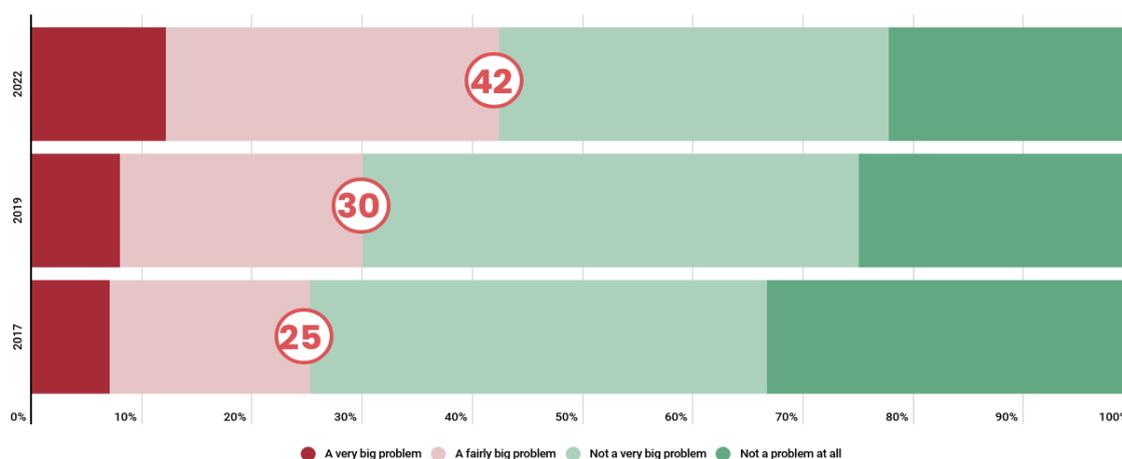


Table 98: Fly tipping by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	12	30	35	22
2019	8	22	45	25
2017	7	18	41	33

Base: (2022: 1,679), (2019: 1,714), (2017: 1,636)

Table 99: Fly tipping by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	17	11	12	4	11	18
A fairly big problem	40	25	20	35	37	32
Not a very big problem	28	38	42	39	30	29
Not a problem at all	15	26	25	22	22	21
Base: (All Respondents)	(207)	(249)	(319)	(229)	(169)	(175)

Rural crime

36% of respondents felt that rural crime was a very or fairly big problem, down five percentage points on 2019.

Looking at significant 2022 results:

- ❖ Henley/Studley residents (44%) were more likely to say that this was a very big problem.
- ❖ 18- to 34-year-olds were less likely to say it was a problem than other age groups.
- ❖ Male respondents were more likely to see this as a very big problem (14% vs 8%).

Figure 50: Rural crime

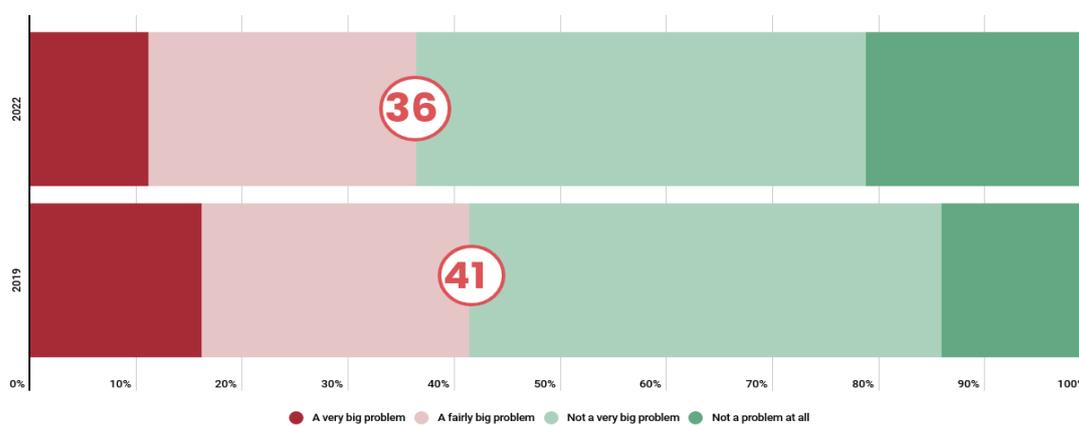


Table 100: Rural crime by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	11	25	42	21
2019	16	25	44	14

Base: (2022: 1,480), (2019: 1,714)

Table 101: Rural crime by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	21	7	9	7	9	14
A fairly big problem	23	26	19	31	27	27
Not a very big problem	43	46	42	47	40	36
Not a problem at all	13	21	31	15	23	22
Base: (All Respondents)	(191)	(229)	(241)	(206)	(155)	(160)

People using or dealing drugs

29% think people using or dealing drugs are a very or fairly big problem. This is a rise of one percentage point on 2019. The last two surveys have seen a much higher proportion of residents considering drug use and dealing a fairly or very big problem than previous surveys.

Looking at significant 2022 results:

- ❖ Stratford residents were significantly more likely than residents of any other locality to say that people using or dealing drugs was a fairly or very big problem, with 50% of Stratford residents saying so. The least likely were Shipston (16%) and Wellesbourne/Kineton residents (17%) saying so.
- ❖ Those in the age groups 35 to 49 (33%) and 50 to 64 (32%) felt it was a very or fairly big problem.

Figure 51: People using or dealing drugs

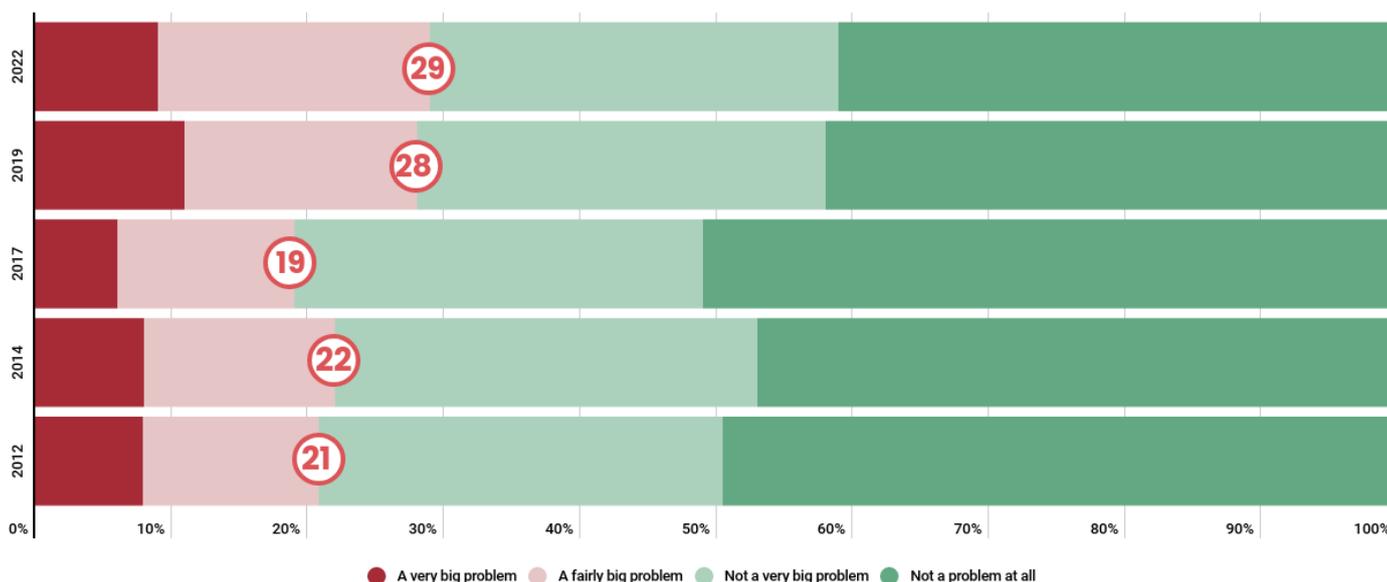


Table 102: People using or dealing drugs by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	9	20	30	41
2019	11	17	30	42
2017	6	13	30	51
2014	8	14	31	47
2012	8	13	30	50

Base: (2022: 1,461), (2019: 1,717), (2017: 1,418), (2014: 1,511), (2012: 1,633)

Table 103: People using or dealing drugs by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	11	7	20	3	2	7
A fairly big problem	17	16	30	13	15	21
Not a very big problem	34	27	30	30	32	28
Not a problem at all	38	50	20	54	51	44
Base: (All Respondents)	<i>(174)</i>	<i>(222)</i>	<i>(302)</i>	<i>(195)</i>	<i>(136)</i>	<i>(140)</i>

Rubbish or litter lying around

29% felt that rubbish or litter lying around was a very big or fairly big problem. This is nine percentage points higher than 2019 and the highest score seen over the last ten years by some margin. The increase was seen in the proportion who felt it was a fairly big problem – at 23%, this was six or seven percentage points higher than previous surveys.

Looking at significant 2022 results:

- ❖ Shipston locality residents were more likely to consider litter a problem (12%). This rose to 42% of Southam locality residents.
- ❖ Older people were less likely to say it was a problem.

Figure 52: Rubbish or litter lying around

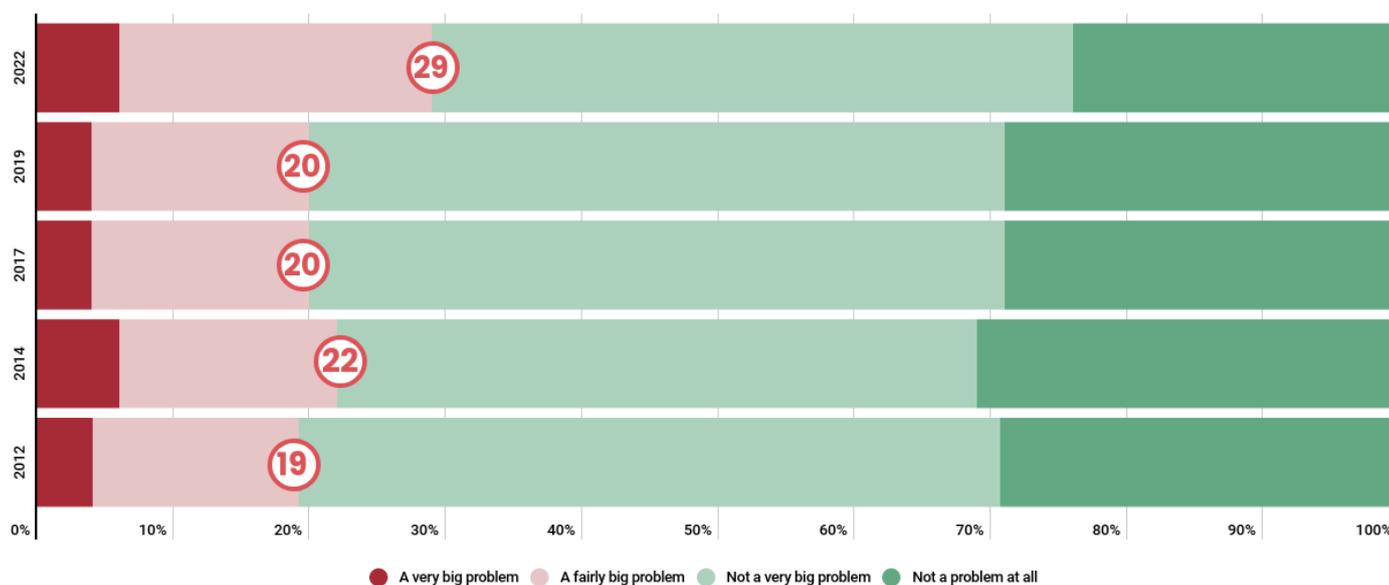


Table 104: Rubbish or litter lying around by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	6	23	47	24
2019	4	16	51	29
2017	4	16	51	29
2014	6	16	47	31
2012	4	15	51	29

Base: (2022: 1,778), (2019: 1,711), (2017: 1,781), (2014: 1,799), (2012: 1,992)

Table 105: Rubbish or litter lying around by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	8	5	7	3	8	6
A fairly big problem	23	18	28	9	27	34
Not a very big problem	46	49	48	54	40	42
Not a problem at all	22	27	18	33	25	18
Base: (All Respondents)	<i>(211)</i>	<i>(263)</i>	<i>(348)</i>	<i>(237)</i>	<i>(179)</i>	<i>(184)</i>

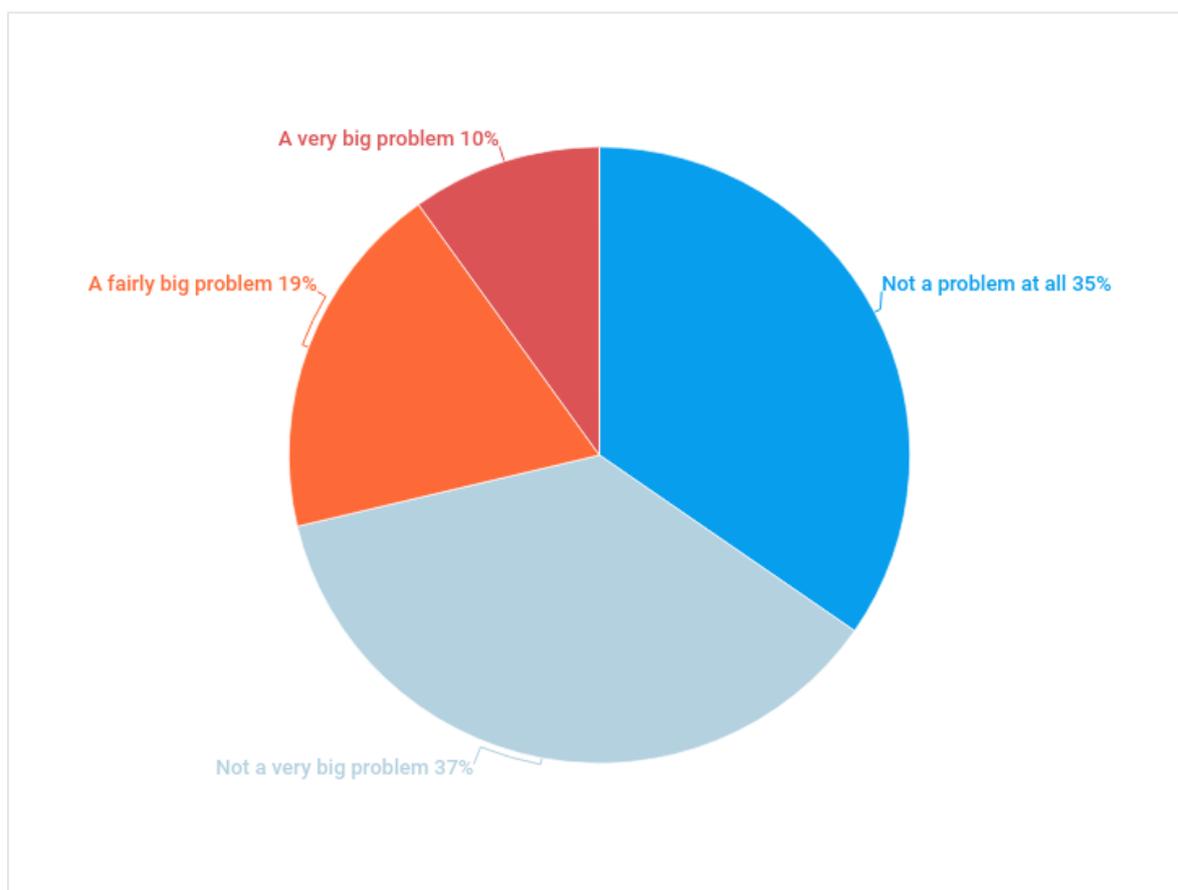
Anti-social vehicle use, e.g. racing around/inappropriate gatherings/nuisance

29% of respondents thought anti-social vehicle use such as racing was a fairly or big problem. This was the first time this question had been included in the survey; therefore there are no previous results to compare with.

Looking at significant 2022 results:

- ❖ Residents of Stratford were significantly more likely than residents of other localities to say that this was a fairly or very big problem, with 43% saying so. In contrast, 19% of Shipston residents thought it was a problem

Figure 53: Anti-social vehicle use



Base (2022: 1,659)

Table 106: Anti-social vehicle use by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	12	6	17	8	6	7
A fairly big problem	16	16	26	11	19	20
Not a very big problem	38	42	36	33	29	40
Not a problem at all	34	36	20	48	47	33
Base: (All Respondents)	(200)	(244)	(325)	(223)	(166)	(172)

Vandalism, graffiti and other deliberate damage to property or vehicles

17% of those surveyed believe vandalism, graffiti and other deliberate damage to property or vehicles are a very or fairly big problem. This represents a rise of one percentage point on 2019, and the highest score over the last ten years. The proportion who said that it was not a problem at all, 36% - was also the lowest score seen over that same period.

Looking at significant 2022 results:

- ❖ Shipston residents were more likely to consider this 'not a problem at all'.
- ❖ Those aged 18 to 34 were more likely to say it was not a problem at all.

Figure 54: Vandalism, graffiti and other deliberate damage to property or vehicles

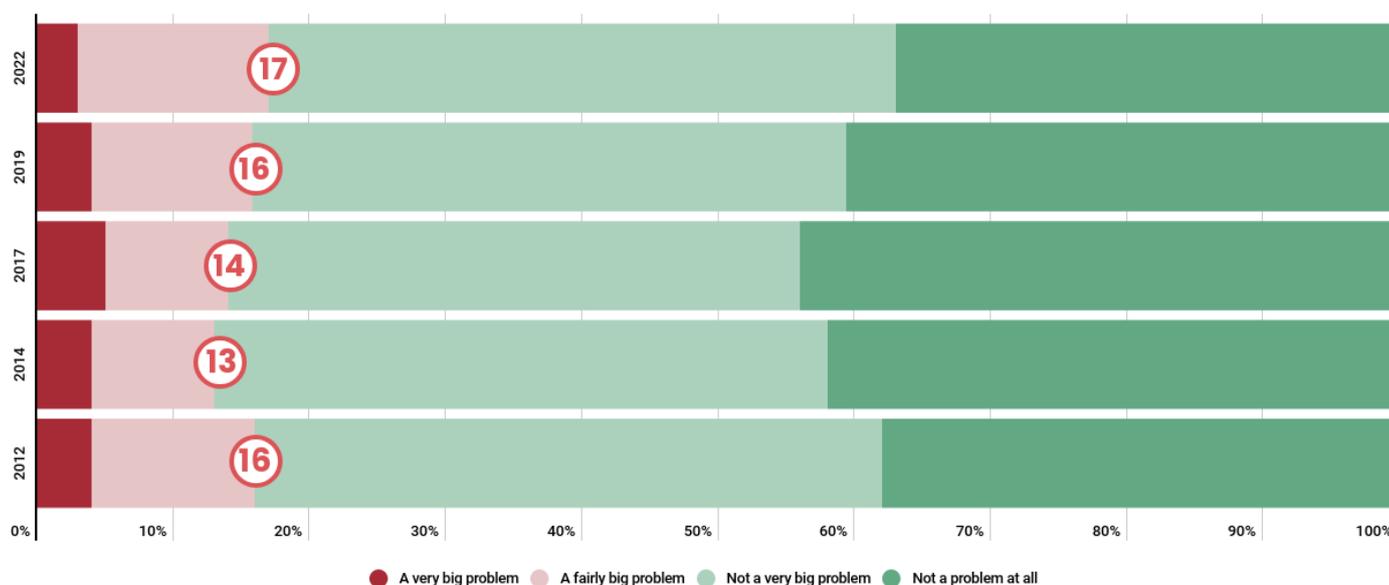


Table 107: Vandalism, graffiti and other deliberate damage to property or vehicles by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	3	14	46	36
2019	4	12	44	41
2017	5	9	42	44
2014	4	9	45	42
2012	4	12	46	38

Base: (2022: 1,717), (2019: 1,717), (2017: 1,705), (2014: 1,735), (2012: 1,932)

Table 108: Vandalism, graffiti and other deliberate damage to property or vehicles by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	5	3	4	1	2	3
A fairly big problem	17	13	17	6	12	16
Not a very big problem	38	43	51	43	41	56
Not a problem at all	41	42	29	51	46	24
Base: (All Respondents)	(207)	(252)	(337)	(235)	(171)	(179)

Groups hanging around the streets

15% of respondents were of the opinion that groups hanging around the streets was a very or fairly big problem, down one percentage point on 2019 and below the average across all five surveys of 17.2%.

Looking at significant 2022 results:

- ❖ Stratford residents were much more likely to feel that this was a problem, while Shipston locality residents were much more likely to not consider this a problem at all.
- ❖ Men were more likely to say this was “Not a problem at all” (54% vs 46% women).

Figure 55: Groups hanging around the streets

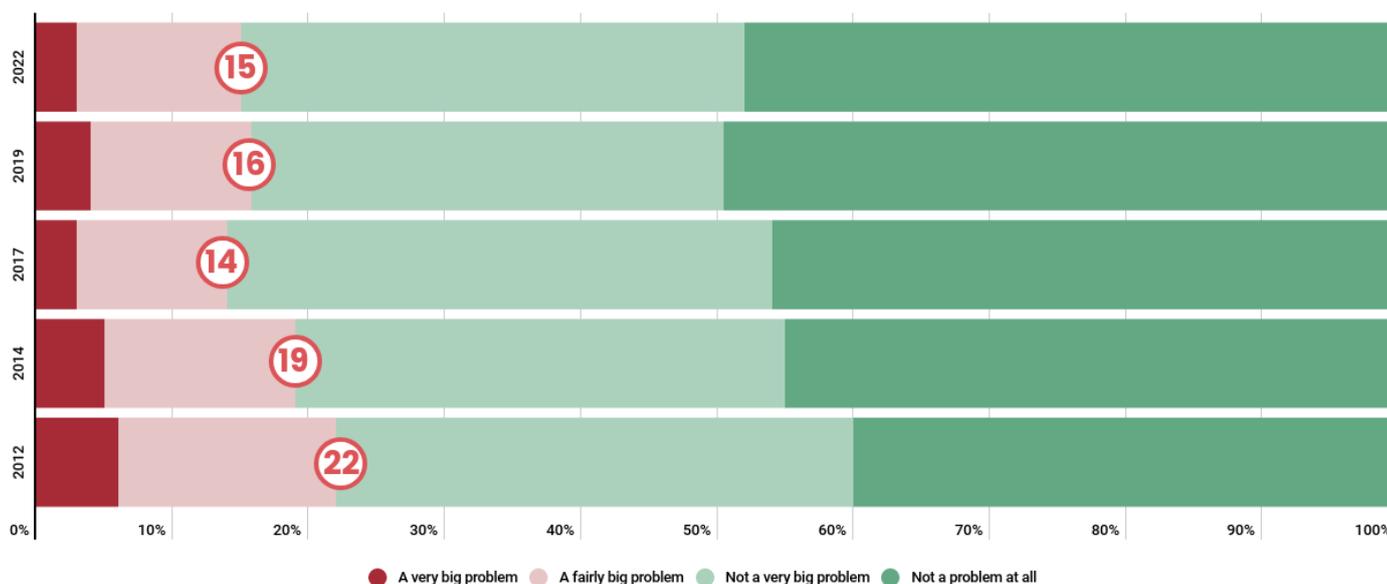


Table 109: Groups hanging around the streets by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	3	12	37	48
2019	4	12	35	50
2017	3	1	40	46
2014	5	14	36	45
2012	6	16	38	40

Base: (2022: 1,678), (2019: 1,718), (2017: 1,684), (2014: 1,740), (2012: 1,938)

Table 110: Groups hanging around the streets by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	8	2	5	0	0	3
A fairly big problem	10	14	17	4	4	15
Not a very big problem	30	30	42	28	42	50
Not a problem at all	52	54	36	68	54	33
Base: (All Respondents)	(199)	(243)	(331)	(228)	(169)	(179)

People being drunk or rowdy in public places

12% of respondents regard people being drunk or rowdy in public places as a very or fairly big problem, up one percentage point on 2019 and 2017, but much lower than the scores seen in 2012 and 2014.

Looking at significant 2022 results:

- ❖ Residents of Stratford were significantly more likely than residents of other localities to say that this was a fairly or very big problem, with 23% saying so. In contrast, only 2% of Wellesbourne/Kineton and 4% of Shipston residents thought it was a problem.

Figure 56: People being drunk or rowdy in public places

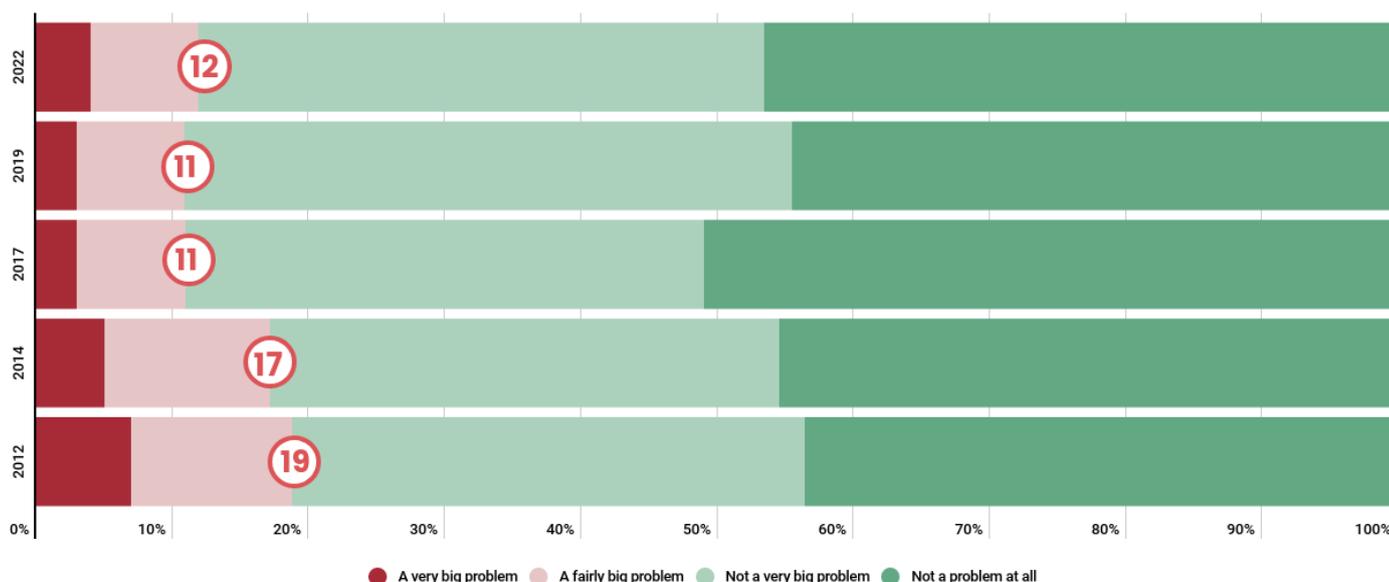


Table 111: People being drunk or rowdy in public places by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	4	8	42	47
2019	3	8	45	45
2017	3	8	38	51
2014	5	12	37	45
2012	7	12	38	44

Base: (2022: 1,590), (2019: 1,703), (2017: 1,581), (2014: 1,661), (2012: 1,834)

Table 112: People being drunk or rowdy in public places by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	6	3	8	0	1	2
A fairly big problem	8	6	15	4	1	7
Not a very big problem	38	41	51	32	36	47
Not a problem at all	47	51	26	64	62	44
Base: (All Respondents)	(185)	(235)	(317)	(218)	(157)	(166)

Noisy neighbours or loud parties

8% of residents felt noisy neighbours or loud parties were a fairly or very big problem, down 2 percentage points on 2019 and the lowest score over the last five surveys.

Looking at significant 2022 results:

- ❖ Stratford residents were more likely than other residents to say that noisy neighbours or loud parties were a fairly big problem, with 14% of Stratford residents feeling it to be a fairly or very big problem, in contrast to 3% of Shipston area and Wellesbourne/Kineton residents.
- ❖ Those aged 18-34 were more likely than older age groups to say that noisy neighbours or loud parties were a fairly or big problem (14%).

Figure 57: Noisy neighbours or loud parties

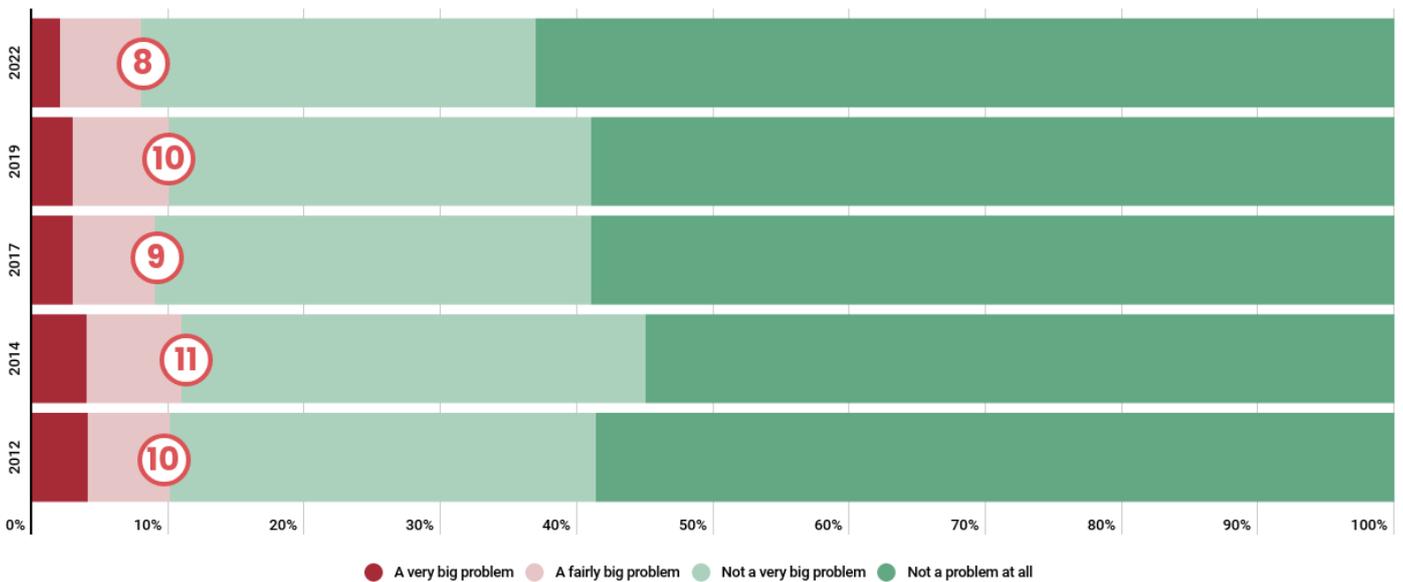


Table 112: Noisy neighbours or loud parties by year

	<i>A very big problem %</i>	<i>A fairly big problem %</i>	<i>Not a very big problem %</i>	<i>Not a problem at all %</i>
2022	2	6	29	63
2019	3	7	31	59
2017	3	6	32	59
2014	4	7	34	55
2012	4	6	31	58

Base: (2022: 1,736), (2019: 1,722), (2017: 1,727), (2014: 1,755), (2012: 1,960)

Table 112: Noisy neighbours or loud parties by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
A very big problem	1	2	2	1	1	1
A fairly big problem	7	3	12	2	2	10
Not a very big problem	19	34	31	23	29	38
Not a problem at all	74	61	54	74	68	51
Base: (All Respondents)	(209)	(257)	(339)	(233)	(174)	(180)

4.6 Contacting Stratford-on-Avon District Council

This section asked residents whether they had been in contact with the Council, and if they had what the reason for this contact had been as well as the method of contact and how satisfied they were with the process.

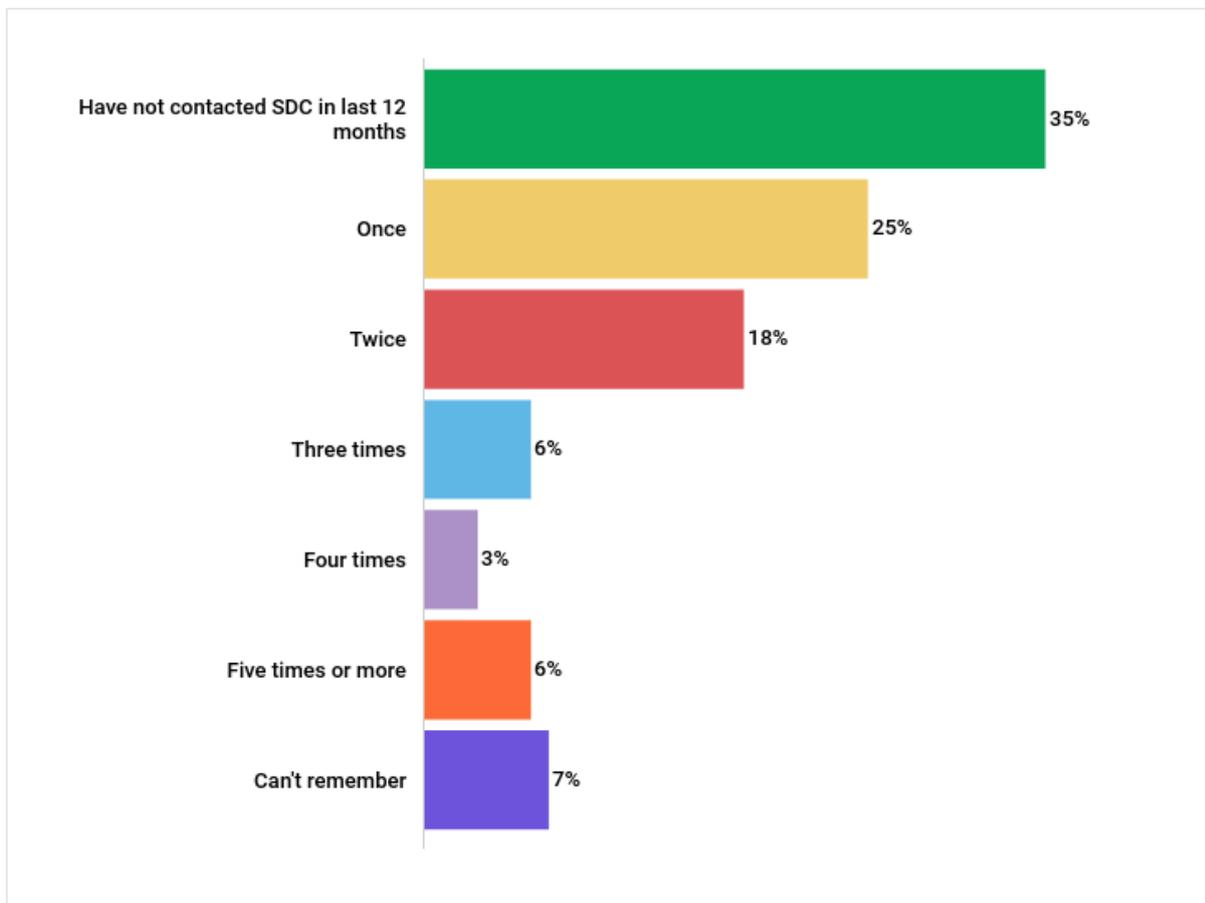
4.6.1 Frequency of contact

35% of respondents said that they had not contacted SDC in the last twelve months at all; 43% had contacted SDC once or twice; 15% had contacted SDC three times or more.

Looking at significant 2022 results:

- ❖ 18- to 34-year-olds were more likely to have contacted SDC in the past twelve months.

Figure 58: Frequency of contact



Base (2022: 1,814)

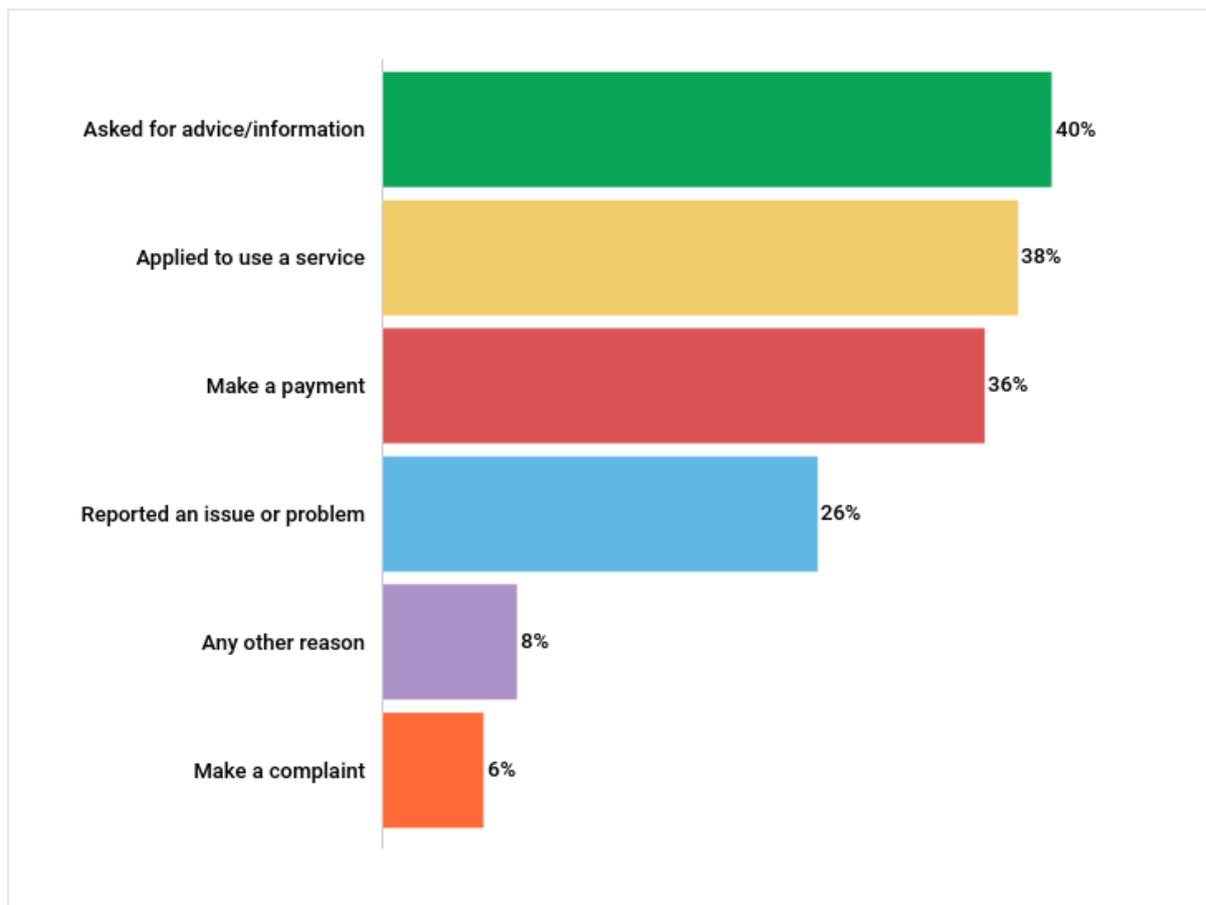
4.6.2 Reason for contact

The most popular reason for contacting SDC was to ask for advice or information, with 40% of respondents giving this reason; this was closely followed by applying to use a service (38%) and making a payment (36%).

Looking at significant 2022 results:

- ❖ 18- to 34-year-olds were more likely to have contacted SDC to ask for advice/information.
- ❖ Those aged 35 to 49 were more likely to make a payment.
- ❖ Those residents in Henley/Studley were more likely to report an issue or problem than other areas (38%). Southam residents were more likely to ask for advice or information (50%).

Figure 59: Reasons for contacting SDC



Base:(2022: 957)

79 responses were received to 'any other reason'. A summary of the reasons is given in the table below.

Table 115: Other reasons for contacting SDC

Topic	Number of comments	% comments
Planning	32	41
Waste, recycling & green bins	10	13
Record a change of circumstances	7	9
Council Tax enquiries	6	8
Environmental issues e.g. street lights	4	5
Advice	3	4
Bus pass renewal	3	4
Parish Council/meet with councillors	3	4
Parking	2	3
New resident	2	3
Electoral roll	2	3
Miscellaneous	3	4
Base: (Those contacting Council)	79	

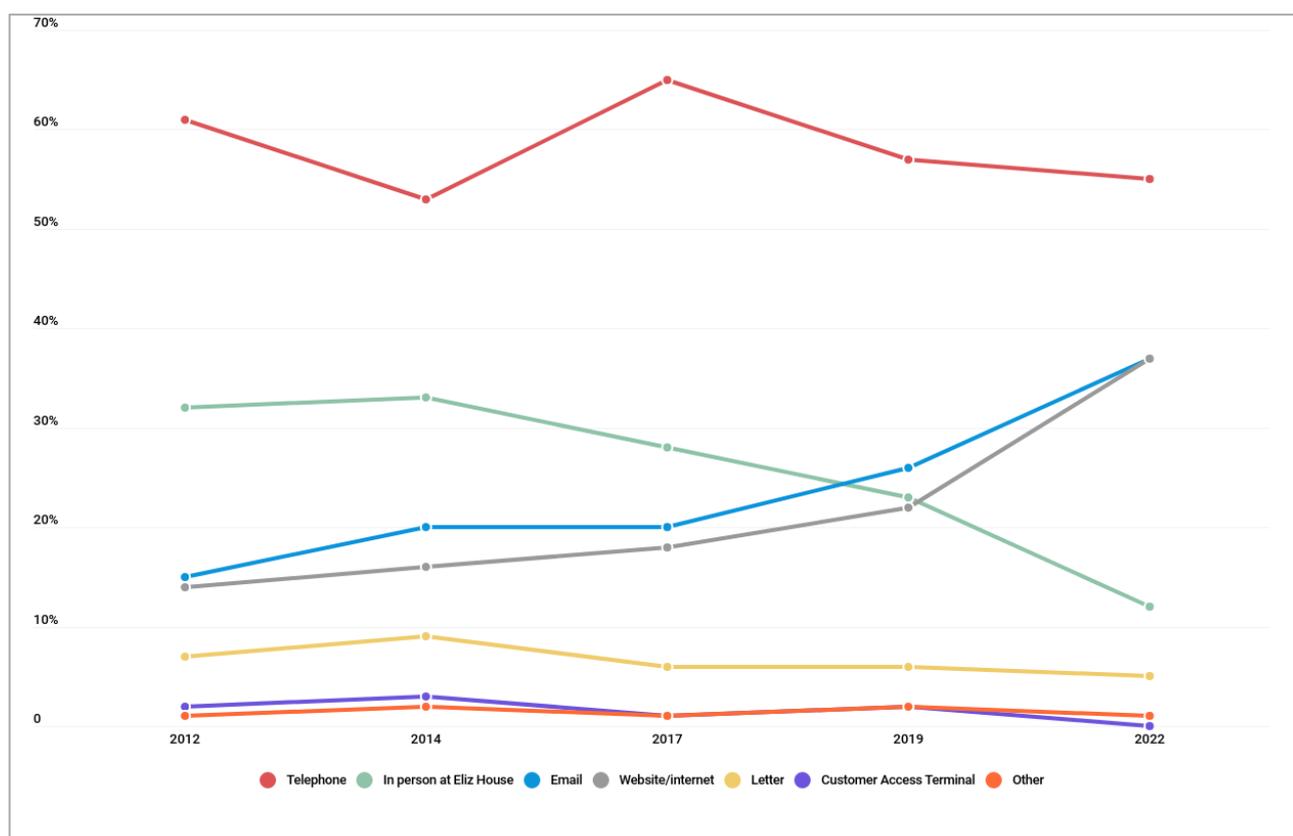
4.6.3 Method of contact

Telephone has been and continues to be the main method of contacting SDC, with 55% of respondents saying they had used it in this year’s survey. Coming into Elizabeth House has declined in popularity over the years as the use of email and website/internet has grown, plus the limited opening times due to the pandemic; however, a proportion of residents do still come into Elizabeth House, with 12% saying they did so in 2022.

Looking at significant 2022 results:

- ❖ 24% of over 65s were more likely to have visited Elizabeth House in the past twelve months.
- ❖ Those aged 18 to 34 were more likely to use email.
- ❖ To contact the Council, those in the Henley/Studley area were more likely to use the telephone (63%) and those in Southam would be more likely to contact via the website/internet (53%).

Figure 60: Method of contacting SDC



Base: (2022: 965), (2019: 616), (2017: 839), (2014: 975), (2012: 974)

4.6.4 Satisfaction with aspects of service received whilst in contact with SDC

The length of time it took to be dealt with

71% were very or fairly satisfied with the length of time it took to be dealt with. This represents a fall of four percentage points on 2019 and is the lowest figure across the last five surveys. However, the proportion who were fairly or very dissatisfied was also down on 2019, by three percentage points to 14%.

Looking at significant 2022 results:

- ❖ Satisfaction varied across the localities with 79% of Stratford residents satisfied with the length of time to be dealt with, compared with 61% who felt the same way in the Southam area.

Figure 61: Satisfaction with the length of time it took to be dealt with

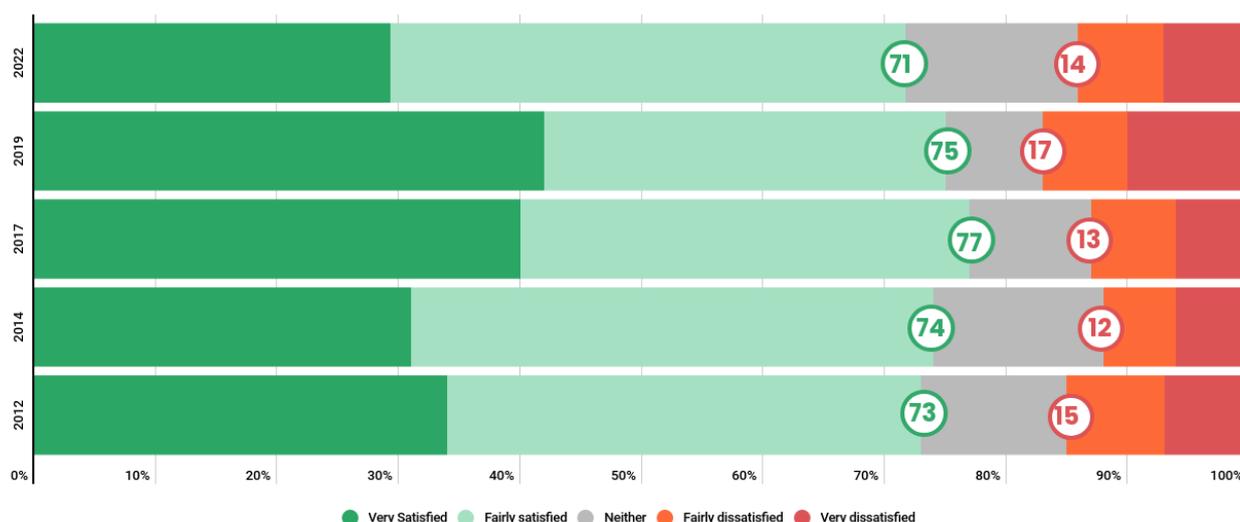


Table 116: Satisfaction with the length of time it took to be dealt with by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	29	42	14	7	7
2019	42	33	8	7	10
2017	40	37	10	7	6
2014	31	43	14	6	6
2012	34	39	12	8	7

Base: (2022: 914), (2019: 602), (2017: 778), (2014: 884), (2012: 900)

Table 117: Satisfaction with the length of time it took to be dealt with by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	20	33	31	31	35	26
Fairly satisfied	43	41	48	39	43	35
Neither	14	7	9	16	15	27
Fairly dissatisfied	13	8	5	7	5	6
Very dissatisfied	10	10	8	8	1	5
Base: (Those who contacted SDC)	(123)	(128)	(186)	(127)	(88)	(92)

Any information residents were given

73% were fairly or very satisfied with any information they were given, while 15% were fairly or very dissatisfied. Scores have remained at the same sort of level over the course of the last five surveys.

Looking at significant 2022 results:

- ❖ 50- to 64-year-olds were less likely to have been satisfied at 66%.

Figure 62: Satisfaction with any information residents were given

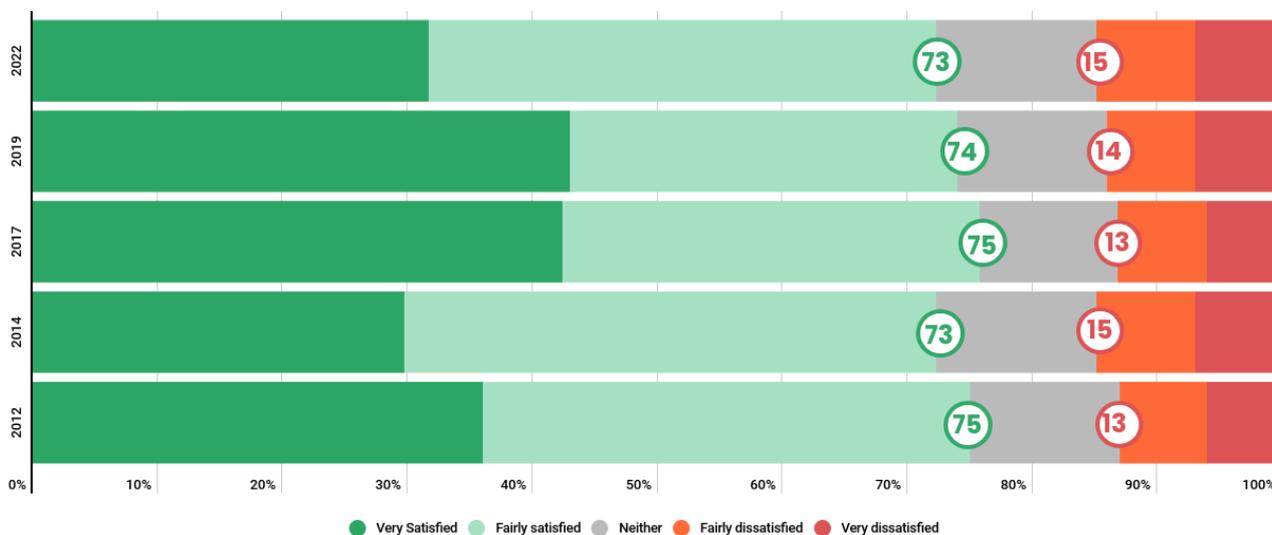


Table 118: Satisfaction with any information residents were given by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	32	41	13	8	7
2019	43	31	12	7	7
2017	42	33	11	7	6
2014	30	43	13	8	7
2012	36	39	12	7	6

Base: (2022: 860), (2019: 584), (2017: 718), (2014: 832), (2012: 832)

Table 119: Satisfaction with any information residents were given by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	23	39	37	29	29	29
Fairly satisfied	53	32	37	47	40	41
Neither	11	13	8	15	18	17
Fairly dissatisfied	9	8	9	5	11	5
Very dissatisfied	4	8	9	4	3	9
Base:(Those who contacted)	(115)	(121)	(172)	(121)	(80)	(89)

Explanation of process procedures & advice

69% were satisfied with the explanation of process procedures and advice, a fall of four percentage points on 2019 and eight lower than 2017. Dissatisfaction was up three points on 2019 (five on 2017) to 16%.

Looking at significant 2020 results:

- ❖ Those aged 65 plus were more likely to be very satisfied with the explanation than other ages.
- ❖ Southam residents were less satisfied than the other localities at 60%.

Figure 63: Satisfaction with the explanation of process procedures & advice

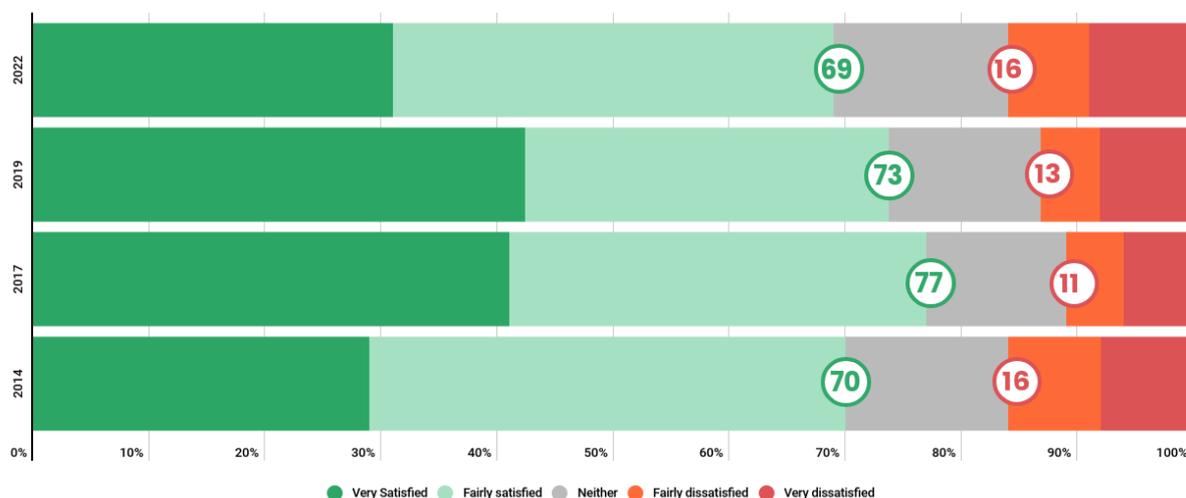


Table 120: Satisfaction with the explanation of process procedures & advice by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	31	38	15	7	9
2019	42	31	13	5	8
2017	41	36	12	5	6
2014	29	41	14	8	8

Base: (2022: 814), (2019: 568), (2017: 678), (2014: 753)

Table 121: Satisfaction with the explanation of process procedures & advice by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	22	39	32	28	30	31
Fairly satisfied	45	30	36	39	43	39
Neither	23	12	11	20	13	15
Fairly dissatisfied	4	11	10	1	11	3
Very dissatisfied	7	8	11	11	2	12
Base: (Those who contacted)	(109)	(115)	(159)	(117)	(77)	(83)

How competent the staff were

76% of residents were very or fairly satisfied with how competent the staff were. This is just under the average satisfaction rate across all five surveys of 77.4%.

Looking at significant 2022 results:

- ❖ Those aged 65+ were significantly more likely to be very satisfied with staff competence.
- ❖ There was a difference in satisfaction between localities. 87% of Wellesbourne/Kineton residents were satisfied with the competence of the staff, against a figure of 67% in Henley/Studley area.

Figure 64: Satisfaction with how competent the staff were

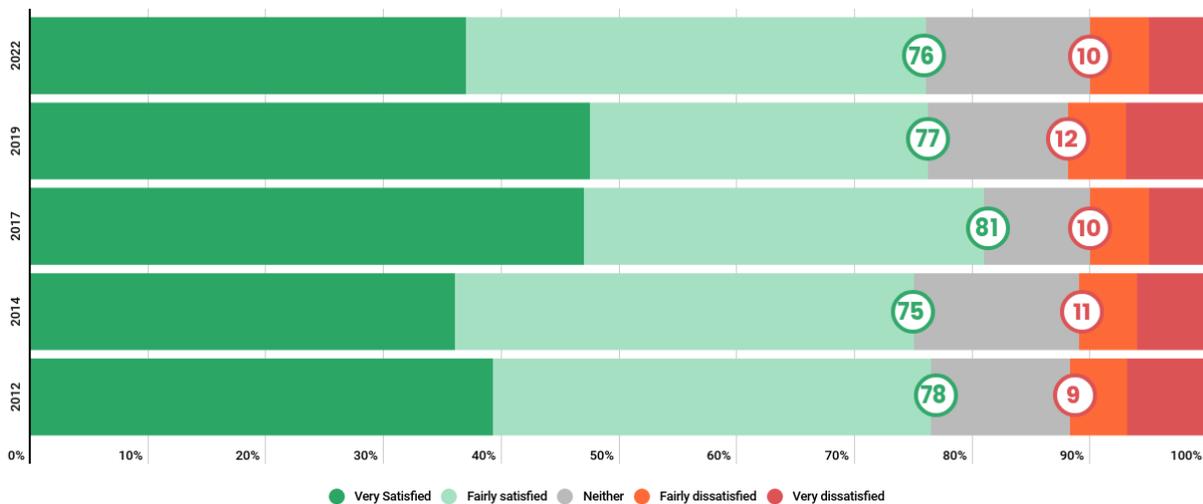


Table 122: Satisfaction with how competent the staff were by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	37	39	14	5	5
2019	48	29	12	5	7
2017	47	34	9	5	5
2014	36	39	14	5	6
2012	40	38	13	5	4

Base: (2022: 824), (2019: 594), (2017: 730), (2014: 824), (2012: 854)

Table 123: Satisfaction with how competent the staff were by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
Very satisfied	29	46	36	37	31	38
Fairly satisfied	38	34	37	40	56	37
Neither	20	11	14	13	12	16
Fairly dissatisfied	12	1	6	5	0	3
Very dissatisfied	2	7	7	4	1	5
Base:(Those who contacted)	(104)	(114)	(175)	(115)	(76)	(79)

How helpful the staff were

75% were satisfied with how helpful the staff were while 12% were dissatisfied – similar results to 2019.

Looking at significant 2022 results:

- ❖ Those aged 65+ were significantly more likely to be very satisfied with how helpful staff were.

Figure 65: Satisfaction with how helpful the staff were

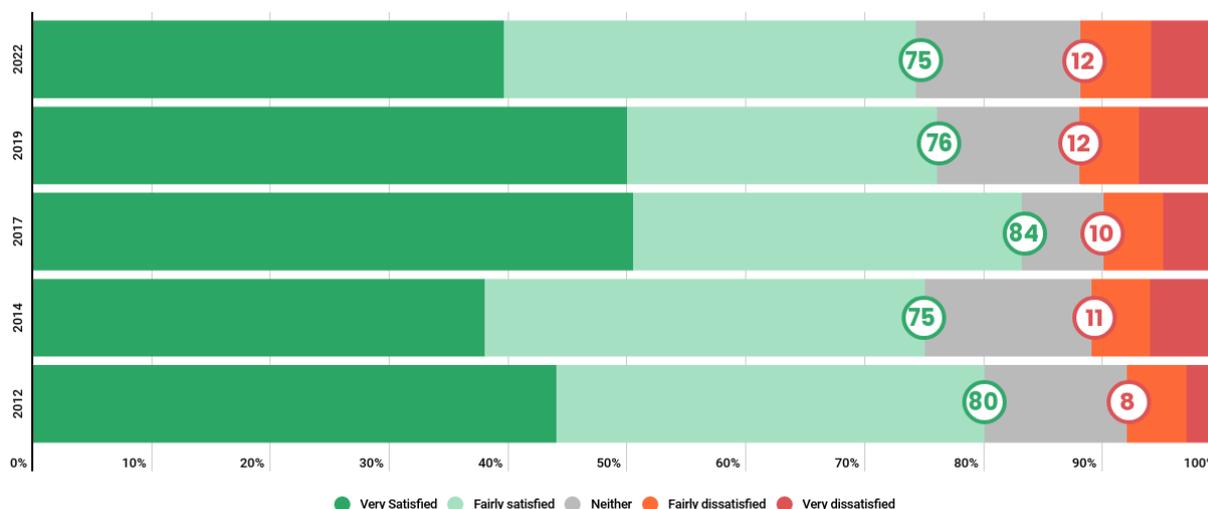


Table 124: Satisfaction with how helpful the staff were by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	40	35	14	6	6
2019	50	26	12	5	7
2017	51	33	7	5	5
2014	38	37	14	5	6
2012	44	36	12	5	3

Base: (2022: 835), (2019: 595), (2017: 746), (2014: 845), (2012: 874)

Table 125: Satisfaction with how helpful the staff were by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	32	46	39	39	30	48
Fairly satisfied	32	28	35	42	47	28
Neither	22	11	11	11	14	16
Fairly dissatisfied	8	6	7	4	9	2
Very dissatisfied	6	9	7	3	1	6
Base: (Those who contacted)	(108)	(116)	(175)	(116)	(77)	(81)

The final outcome

67% of those surveyed were very or fairly satisfied with the final outcome, a fall of four percentage points on 2019 and nine points on 2017. Those who were fairly or very dissatisfied rose four points on 2019 and eight points on 2017.

Looking at significant 2022 results:

- ❖ Those aged 65+ were more likely to be very satisfied with the final outcome.
- ❖ Satisfaction with the final outcome ranged from a high of 70% in Shipston locality to 59% for the Henley/Studley area.

Figure 66: Satisfaction with the final outcome

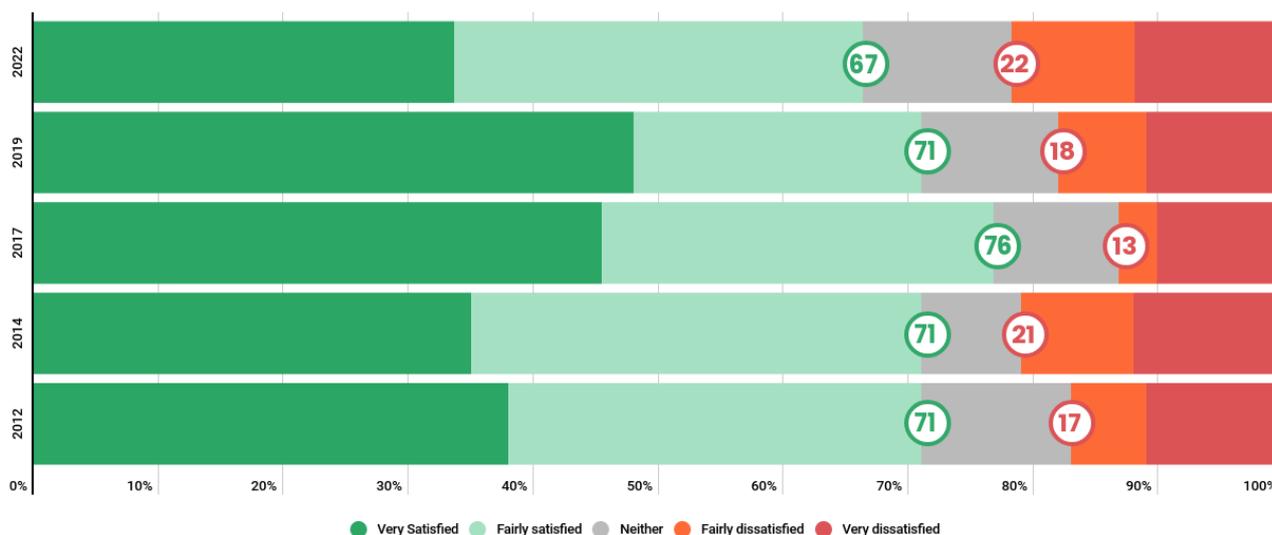


Table 126: Satisfaction with the final outcome by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	34	33	12	10	12
2019	48	23	11	7	11
2017	45	31	10	3	10
2014	35	36	8	9	12
2012	38	33	12	6	11

Base: (2022: 884), (2019: 602), (2017: 743), (2014: 836), (2012: 870)

Table 127: Satisfaction with the final outcome by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
Very satisfied	30	48	332	36	25	30
Fairly satisfied	29	20	37	34	44	32
Neither	17	12	7	16	9	12
Fairly dissatisfied	16	9	8	5	6	14
Very dissatisfied	9	10	16	9	16	12
Base: (Those who contacted)	(118)	(122)	(178)	(125)	(83)	(89)

4.6.5 Ease of accessing SDC services

76% of residents confirmed that they found it fairly or very easy to access SDC services in the last 12 months, down one percentage point on 2019, and down three on 2017. The proportion who found it fairly or very difficult was up three percentage points on 2017/9 to 11%.

Looking at significant 2022 results:

- ❖ The ease of accessing SDC services result saw Henley/Studley with the lowest of 69%, compared with a high of 81% in Southam area.

Figure 67: Ease of accessing SDC services in last 12 months

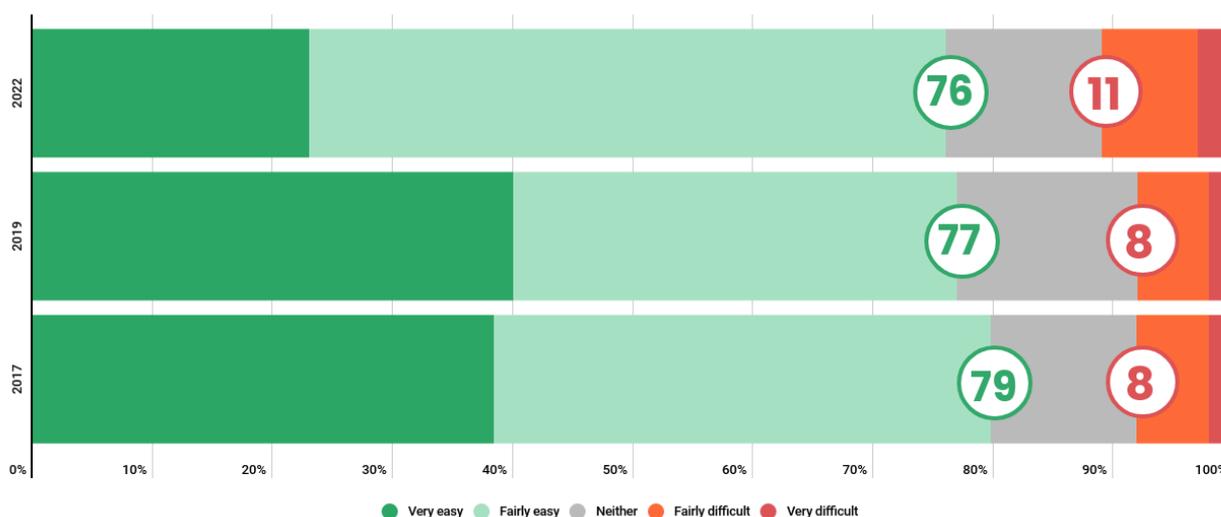


Table 128: Ease of accessing SDC services in last 12 months, by year

	<i>Very Easy</i> %	<i>Fairly Easy</i> %	<i>Neither</i> %	<i>Fairly Difficult</i> %	<i>Very Difficult</i> %
2022	23	53	13	8	3
2019	40	37	15	6	2
2017	38	41	12	2	2

Base: (2022: 951), (2019: 606), (2017: 834)

Table 129: Ease of accessing SDC services in last 12 months, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne / Kineton	Southam
	%	%	%	%	%	%
Very easy	17	33	21	21	17	30
Fairly easy	52	47	54	56	58	51
Neither	12	12	13	15	16	8
Fairly difficult	15	5	7	5	8	9
Very difficult	3	3	5	2	0	2
Base: (Those who contacted)	(124)	(129)	(199)	(129)	(93)	(97)

4.6.6 Overall satisfaction with service received last time contacted Council

69% of residents were fairly or very satisfied with the service they received the last time they made contact with the Council. This represents a fall of three percentage points on 2019 and of seven points on 2017. However, the proportion who were fairly or very dissatisfied fell back two percentage points on 2019 and is one of the lowest scores over the last ten years.

Looking at significant 2022 results:

- ❖ Those aged 65+ were significantly more likely to be very satisfied with the service received last time they contacted the Council.
- ❖ Dissatisfaction levels were highest for those living in Stratford town where 21% indicated this.

Figure 68: Overall satisfaction with the service received the last time residents made contact with SDC

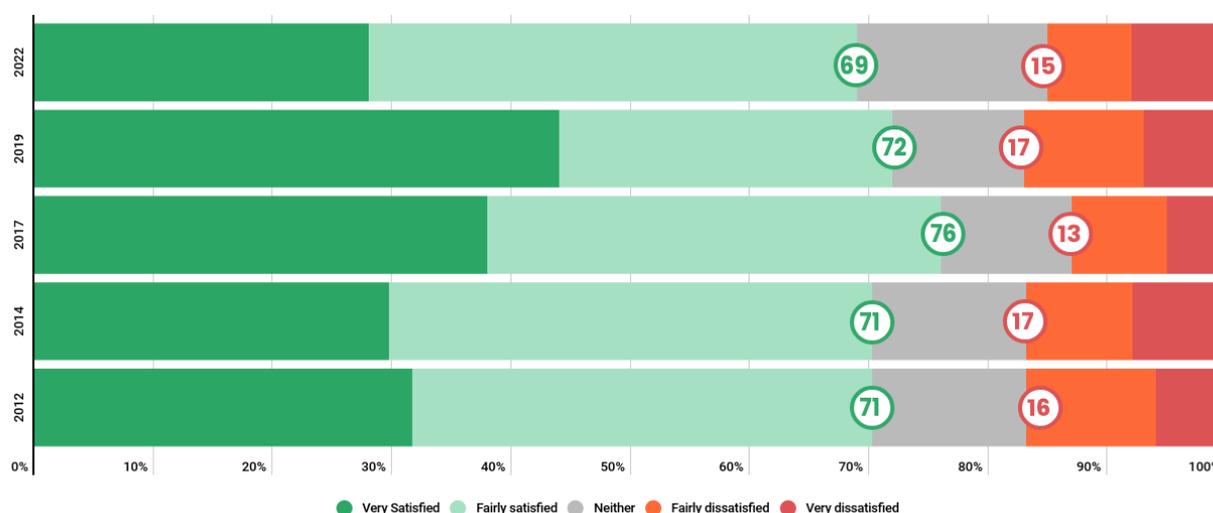


Table 130: Overall satisfaction with the service received the last time residents made contact with SDC, by year

	<i>Very Satisfied</i> %	<i>Fairly Satisfied</i> %	<i>Neither</i> %	<i>Fairly Dissatisfied</i> %	<i>Very Dissatisfied</i> %
2022	28	41	16	7	8
2019	44	28	11	10	7
2017	38	38	11	8	5
2014	30	41	13	9	8
2012	32	39	13	10	6

Base: (2022: 956), (2019: 617), (2017: 853), (2014: 967), (2012: 985)

Table 131: Overall satisfaction with the service received the last time residents made contact with SDC, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very satisfied	25	38	26	31	21	27
Fairly satisfied	43	36	45	41	38	39
Neither	20	11	8	16	29	19
Fairly dissatisfied	6	7	9	8	8	4
Very dissatisfied	6	8	12	4	5	11
Base: (Those who contacted SDC)	(124)	(131)	(199)	(130)	(91)	(98)

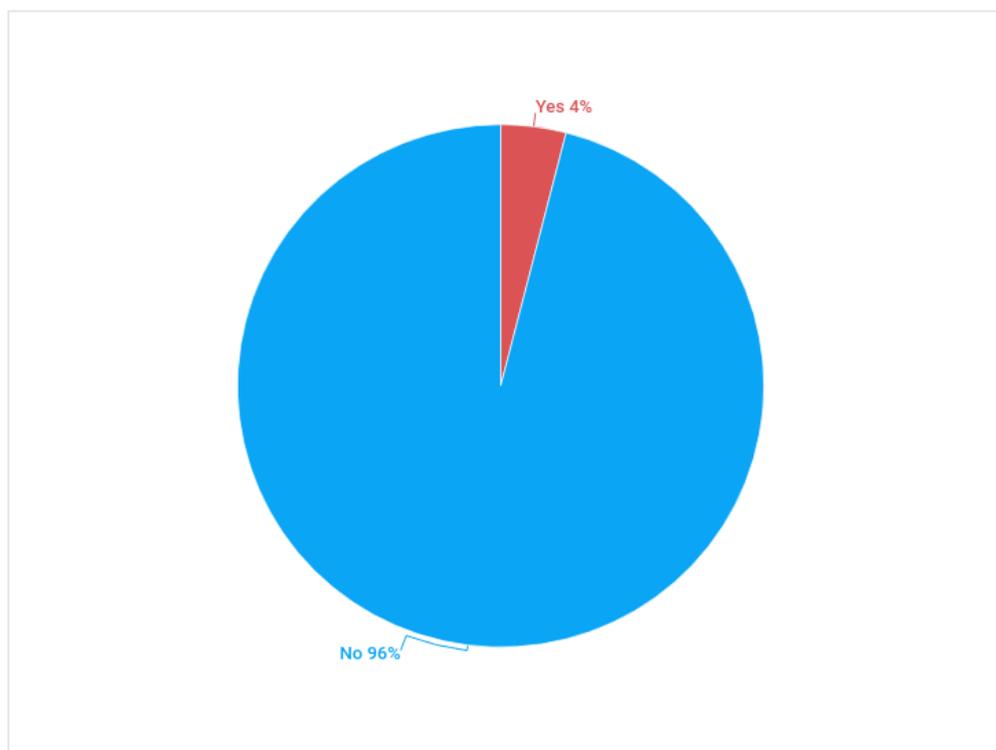
4.7 Accessing Stratford-On-Avon District Council

This section asked residents about their preferences for contacting Council officers.

4.7.1 Contacting officers remotely

The vast majority of residents (96%) said that they had not contacted SDC officers remotely i.e. via Teams/Zoom during the pandemic.

Figure 69: During the pandemic, whether contacted SDC officer remotely



Base: (2022: 1,800)

Table 132: During the pandemic, did you contact a SDC officer remotely, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Yes	4	3	8	3	2	1
No	96	97	92	97	98	99
Base: (All Respondents)	(216)	(267)	(349)	(236)	(181)	(185)

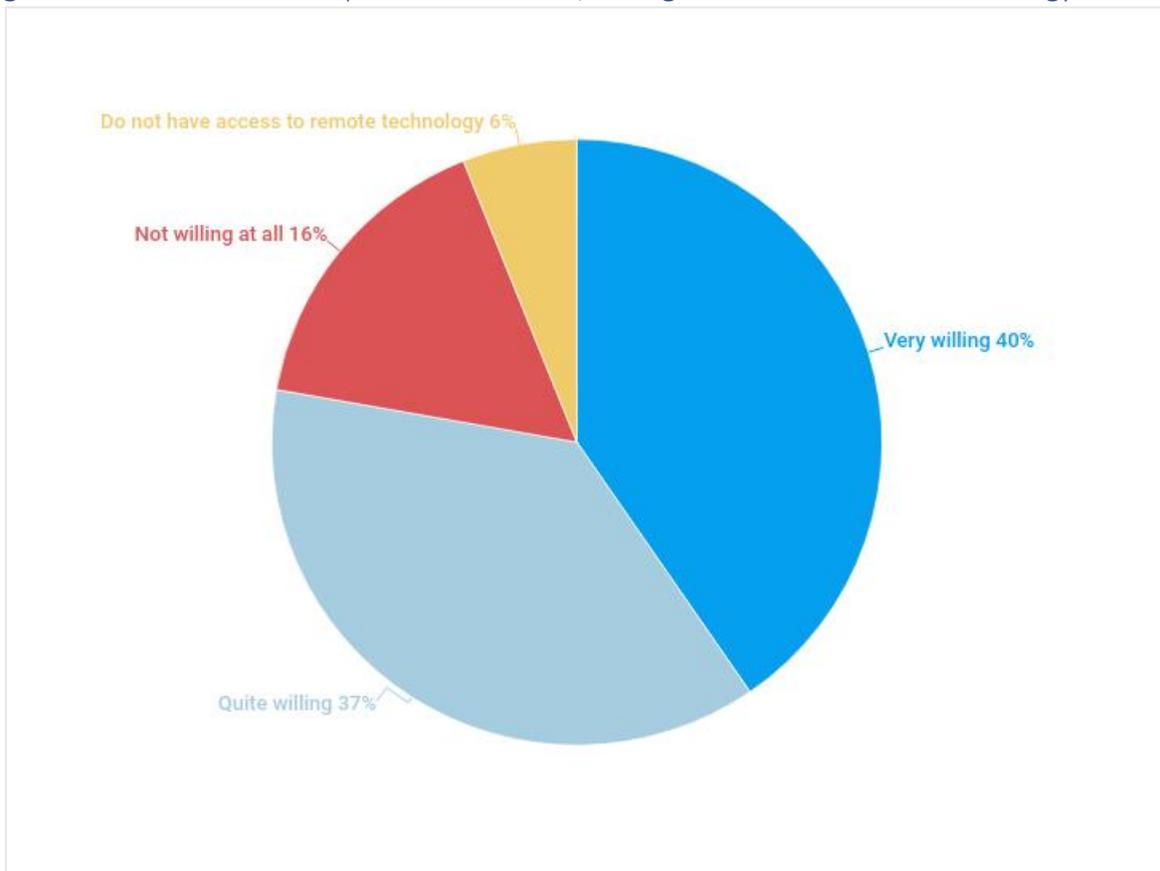
4.7.2 Willingness to contact officers remotely

77% of residents would be very or quite willing to use remote technology such as Teams or Zoom to speak to officers. A small proportion – 6% - did not have access to such technology. Just under 20% would not be willing to contact officers in this way.

Looking at significant 2022 results:

- ❖ Those aged 65+ were significantly more likely to be not willing to contact officers remotely.
- ❖ Female respondents were more likely to be willing to contact officers remotely – 83% to 73%.
- ❖ Willingness to contact officers remotely was higher in the Southam locality and lower in Alcester/Bidford and Shipston localities.

Figure 70: If the need for a specific issue arose, willingness to use remote technology



Base: (2022: 1,765)

Table 133: If the need for a specific issue arose, willingness to use remote technology, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very willing	46	41	39	39	27	46
Quite willing	35	32	37	34	54	37
Not willing at all	16	19	17	19	12	12
Do not have access to remote technologies	4	8	7	8	6	5
Base: (All Respondents)	<i>(215)</i>	<i>(261)</i>	<i>(343)</i>	<i>(229)</i>	<i>(173)</i>	<i>(183)</i>

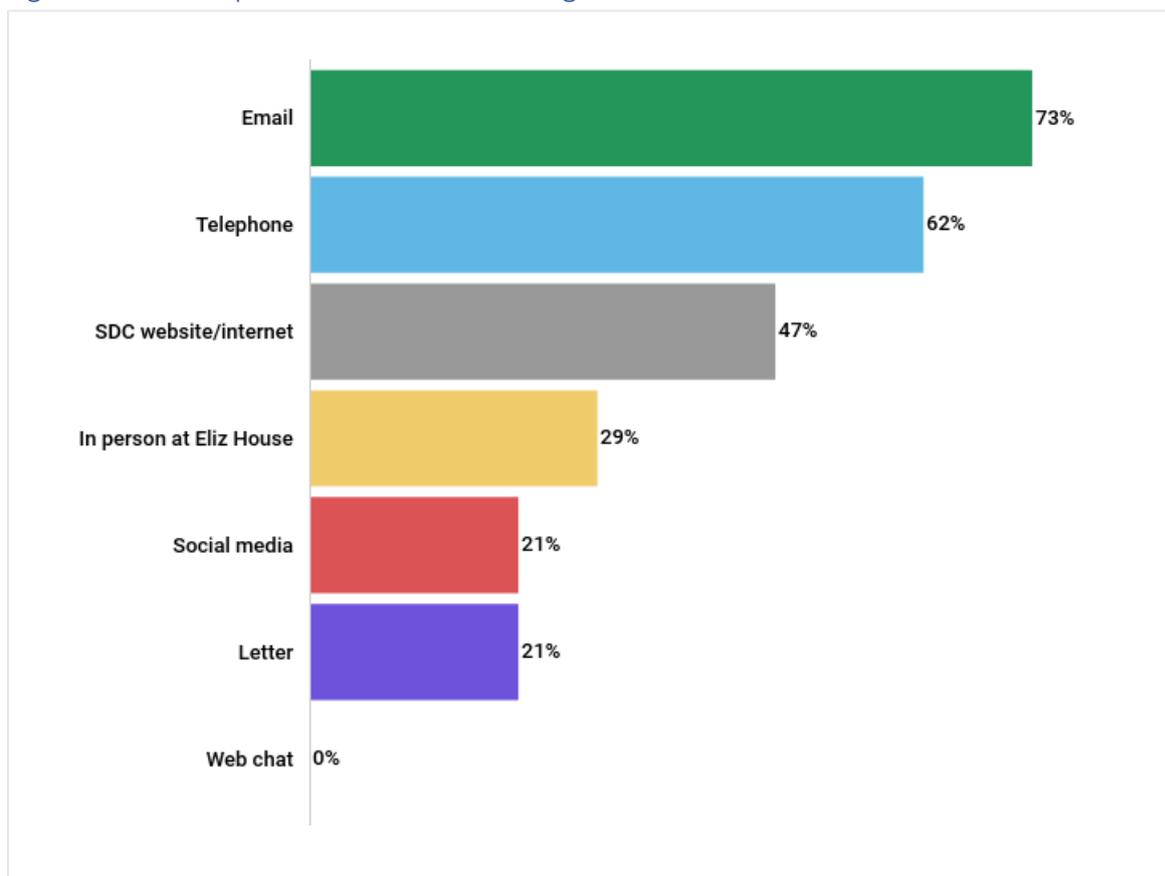
4.7.3 Future preferences for contacting officers

The most popular choice for how residents would like to contact the Council in the future was via email (73%), followed by telephone (62%). Just under half (47%) would like to use the Council website/internet; just under a third (29%) would still like to be able to contact the Council in person at Elizabeth House.

Looking at significant 2022 results:

- ❖ Those aged 18 to 34 were more likely to contact officers in the future by e-mail, the SDC website and via social media.
- ❖ Male respondents were more likely to want to contact officers in the future by in person at Elizabeth House than female respondents. Conversely female respondents were more likely to want to be in contact by e-mail, SDC website and via social media.
- ❖ Not surprisingly, 45% of Stratford residents would visit Elizabeth House. For e-mail communication, the highest for an area was in Wellesbourne/Kineton locality at 82% and for that locality as well they were highest to communicate vis the SDC website at 61%.

Figure 71: Future preferences for contacting officers



Base: (2022:1,787)

Table 134: Future preferences for contacting officers, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kington	Southam
	%	%	%	%	%	%
Email	74	70	68	69	75	82
Telephone	58	63	62	65	60	63
SDC website/internet	44	44	39	43	54	61
In person at Elizabeth House	21	29	45	26	21	21
Social media	27	13	16	18	23	30
Letter	18	22	20	20	23	21
Base: (All Respondents)	(215)	(261)	(343)	(229)	(173)	(183)

Those who responded that they would prefer not to use the internet or SDC’s website to contact the Council were asked why that was so. There were 378 responses to this.

The main themes are summarised in the table below.

The main reason given was that people would **rather speak to a person**, either over the telephone or face to face. This was often related to the fact that respondents felt that it was easier to get an answer this way – that it **took less time**, and that you were **more likely to get an answer to your query** speaking to someone especially if your query was **complex**.

A quarter of respondents said that they **did not have access to a computer or the internet**, while 13% felt they **did not have the skills** required to contact SDC online;

while most said that they simply did not have these skills, some said that they were not confident using computer technology, and some felt confused by it. A number of respondents cited their **age** as a barrier to using modern technology. For 2%, **internet connectivity** was a problem – with connection dropping out regularly, or poor internet speed.

6% said that the website was **too difficult to use** – it was hard to navigate, clunky, or difficult to perform certain actions such as uploading documents regarding planning applications.

Table 135: Reason why residents prefer not to contact the Council via the SDC website or Internet

Topic	Number of comments	% comments
Like speaking to a person	107	28
No internet access/computer	94	25
No computer skills	48	13
Don't get any results using tech	28	7
Takes less time to speak to someone	28	7
Old age	23	6
Easier to telephone/speak to someone	23	6
Website hard to use/not user friendly	22	6
Don't like remote methods	8	2
Unfamiliar with remote methods	8	2
Internet connectivity issues	8	2
Complexity of enquiries	6	2
Disability/access	6	2
Email is OK	6	2
Impersonal	6	2
Traceability	6	2
Telephone is OK	6	2
Accountability issues	4	1
Don't use tech much/for this purpose	4	1
Convenience of telephone	3	1
Social media issues	3	1
Depends on nature of enquiry	2	1
Privacy	2	1
Trust	3	1
Miscellaneous	6	2
Base: (All Respondents)	(378)	

4.8 Assessing the need for digital services/training across the District

This section aimed to find out whether there was a need across the district to help residents improve their digital skills, and resident satisfaction with internet connectivity speeds.

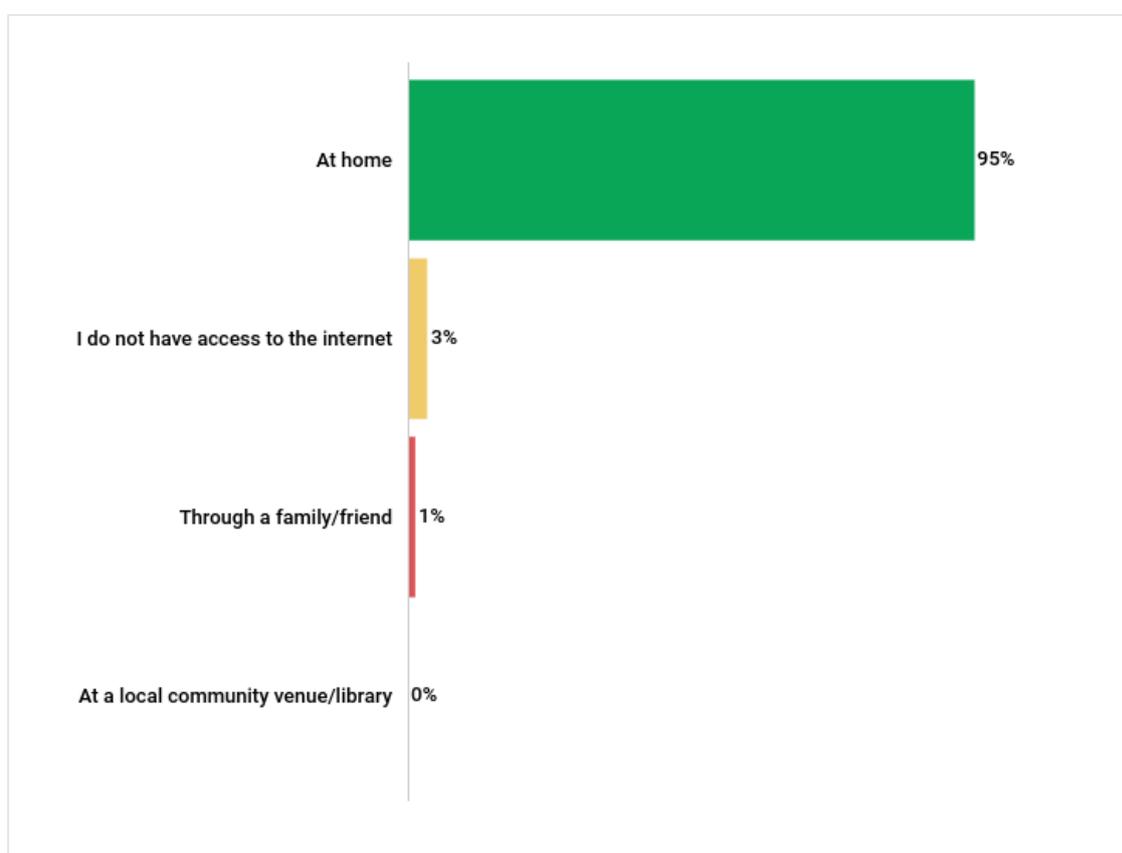
4.8.1 Where residents usually access the internet

The vast majority of residents (95%) accessed the internet at home. A small proportion (3%) said that they did not have access to the internet at all.

Looking at significant 2022 results:

- ❖ Those aged 65 plus were more likely not to have access to the internet (9%).

Figure 72: Where residents usually access the internet



Base: (2022: 1,799)

Table 136: Where residents usually access the internet, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
At home	97	94	95	93	97	96
I do not have access to the internet	2	2	3	5	2	2
Through a family/friend	0	3	1	2	1	1
At a local community venue/library	0	0	0	0	0	1
Base: (All Respondents)	(220)	(266)	(349)	(236)	(180)	(186)

4.8.2 Confidence levels using different applications of technology

Residents were most confident about searching for information, using email and doing online shopping, with between 89%-94% very or fairly confident completing these tasks. Some residents were less confident using social media and video calling: 17% said they were not at all confident using social media, while 13% were not at all confident video calling.

Looking at significant 2022 results:

- ❖ For all forms of technology those aged 65 or over were significantly less confident than all other age groups.
- ❖ For all forms of technology female respondents were more confident than male respondents.
- ❖ For all forms of technology, respondents in Southam locality were more confident than the other areas.

Figure 73: Confidence with different applications of technology

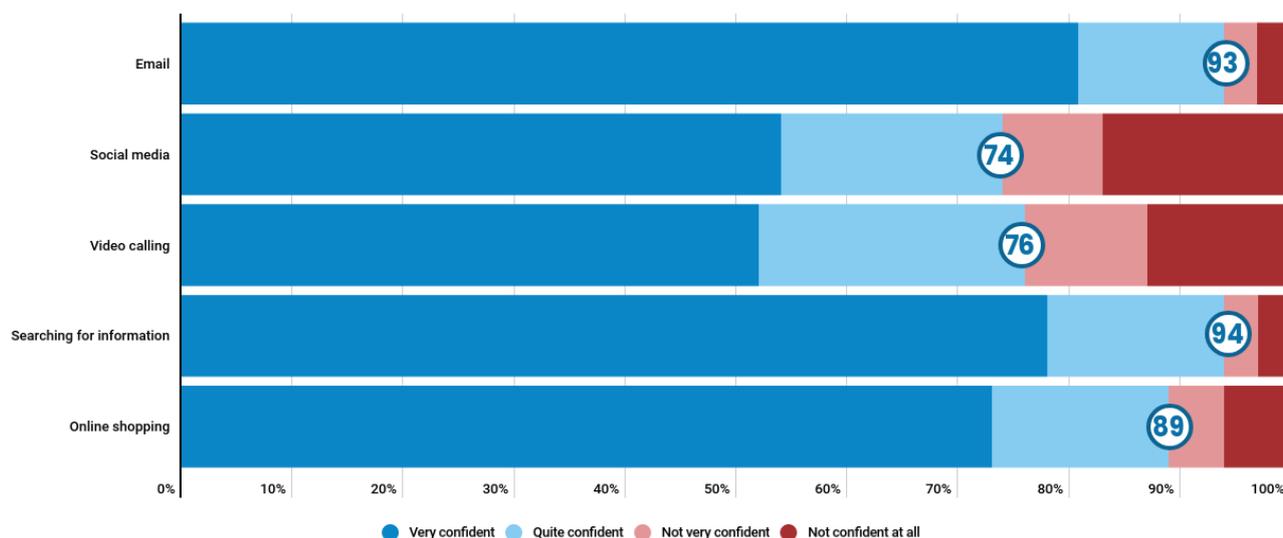


Table 137: Confidence with different applications of technology

	<i>Very Confident</i> %	<i>Fairly Confident</i> %	<i>Not very Confident</i> %	<i>Not confident at all</i> %
<i>Email</i>	80	13	3	3
<i>Social Media</i>	54	20	9	17
<i>Video Calling</i>	52	24	11	13
<i>Searching for information</i>	78	16	3	3
<i>Online shopping</i>	73	16	5	6

Base: (Email: 1,730), (Social media: 1,632), (Video calling: 1,675), (Searching for info: 1,711), (Online shopping: 1,698)

Table 138: Confidence with different applications of technology: E-mail, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very confident	83	77	82	77	78	84
Quite confident	12	15	11	16	14	14
Not very confident	2	4	4	2	5	0
Not confident at all	3	4	3	6	3	2
Base: (All Respondents)	(208)	(260)	(340)	(232)	(173)	(174)

Table 139: Confidence with different applications of technology: Social media, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very confident	49	54	56	50	52	62
Quite confident	26	16	16	24	18	24
Not very confident	8	13	10	8	10	5
Not confident at all	17	16	18	19	20	9
Base: (All Respondents)	(201)	(250)	(321)	(224)	(164)	(163)

Table 140: Confidence with different applications of technology: Video conferencing, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very confident	59	46	51	47	48	63
Quite confident	24	25	25	28	24	20
Not very confident	7	14	10	11	14	8
Not confident at all	11	15	13	14	14	9
Base: (All Respondents)	(205)	(253)	(329)	(229)	(168)	(169)

Table 141: Confidence with different applications of technology: Searching information, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very confident	79	78	80	78	73	80
Quite confident	15	16	14	15	17	17
Not very confident	4	2	4	2	8	1
Not confident at all	2	3	3	5	2	2
Base: (All Respondents)	(207)	(258)	(335)	(231)	(171)	(172)

Table 142: Confidence with different applications of technology: Online shopping, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Very confident	74	74	74	73	68	74
Quite confident	12	15	14	15	22	21
Not very confident	6	4	6	5	6	1
Not confident at all	7	7	6	7	4	4
Base: (All Respondents)	(207)	(256)	(335)	(230)	(169)	(171)

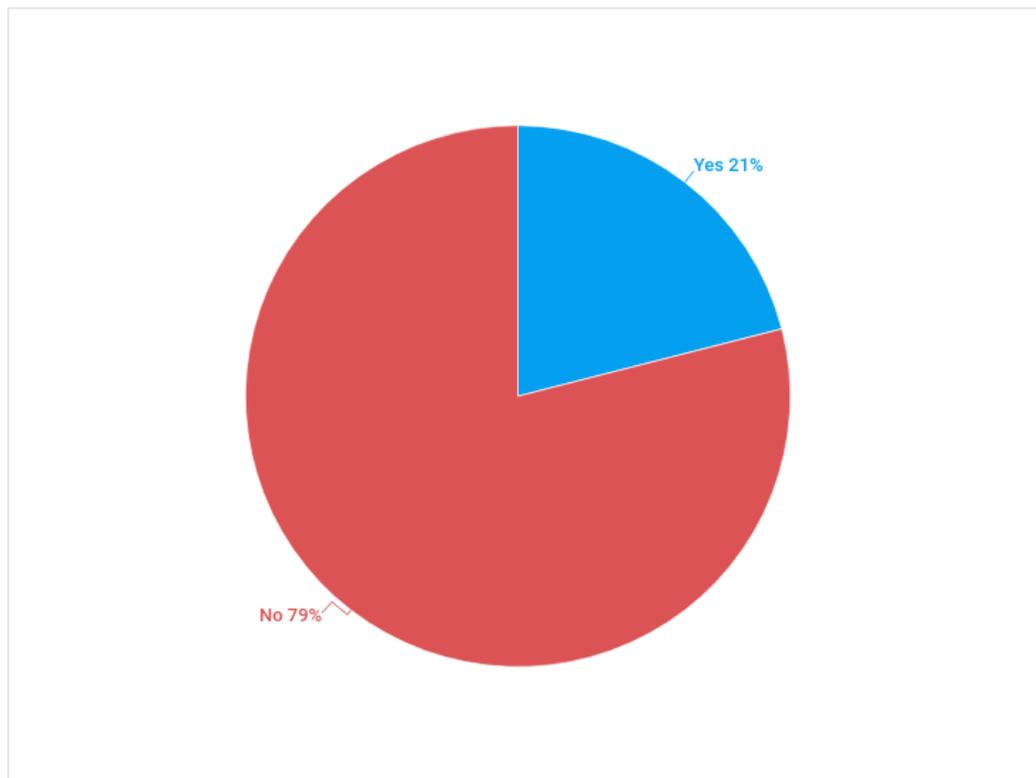
4.8.3 Online skills training in the local community

21% of respondents said that they would be interested in online skills training if it was held in the local community.

Looking at significant 2022 results:

- ❖ Significantly 35% of over 65s would be interested in online skills training.
- ❖ Online skills training has more interest in Henley/Studley locality (27%) and Stratford town (26%).

Figure 74: Whether interested in increasing online skills if held in local community



Base: (2022:1,780)

Table 143: Whether interested in increasing online skills if held in local community, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Yes	27	20	26	18	18	15
No	73	80	74	82	82	85
Base: (All Respondents)	(221)	(262)	(349)	(234)	(178)	(182)

4.8.4 Internet connectivity

The proportion of residents saying that their internet connection is acceptable has risen steadily over the last ten years, going from 30% in 2014 to 47% in 2022. Equally, the proportion saying that their connection is not fast enough has dropped, from 28% in 2014 to 13% in 2022.

The proportion of residents saying that the connection was OK, but could be better, has actually risen over the same period, from 31% to 36%.

The proportion of residents who say that they do not use the internet has fallen over the last eight years, from 11% in 2014 to 3% in 2022.

Looking at significant 2022 results:

- ❖ Those aged 65+ were more likely to say that they do not use the internet.
- ❖ Those aged 35-49 were more likely to say that their internet connectivity was not fast enough.
- ❖ 5% of male respondents do not use the internet, in comparison with 1% of female respondents.
- ❖ Respondents from the Wellesbourne/Kineton area (22%) felt that internet connectivity was not fast enough, the highest for all localities.

Figure 75: Rating of internet connectivity

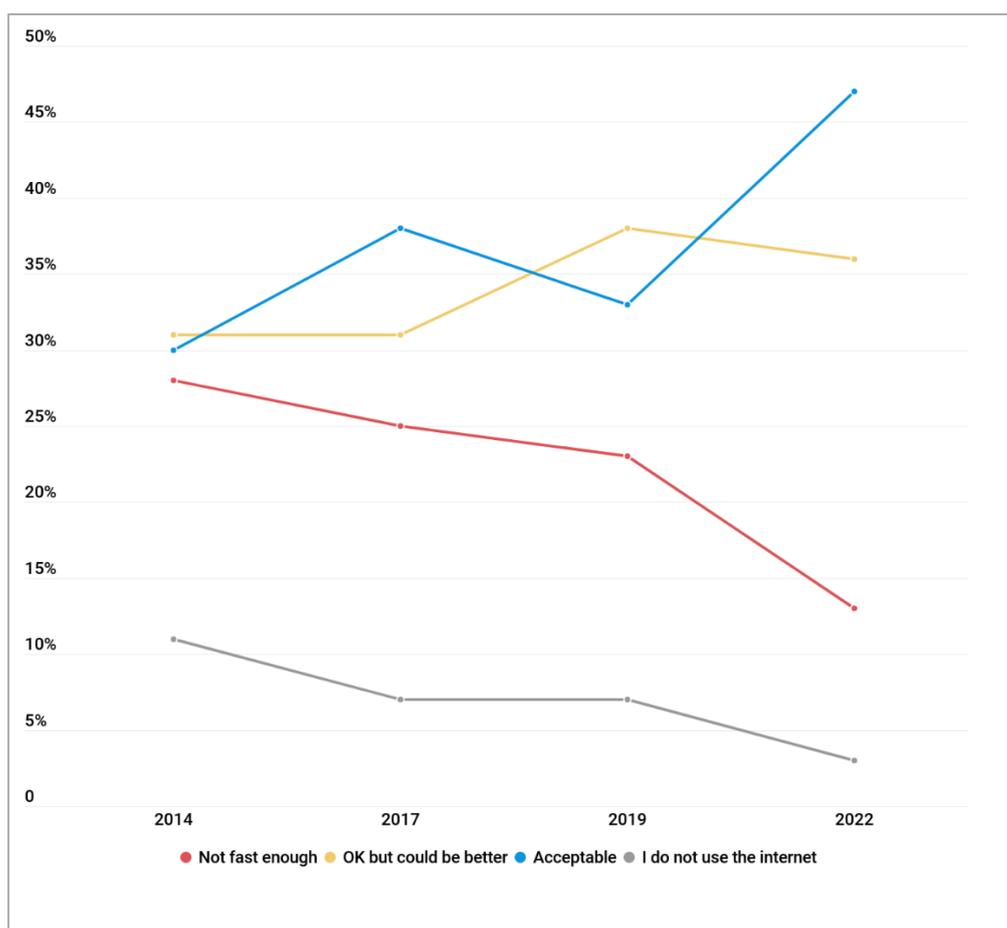


Table 144: Rating of internet connectivity, by year

	<i>Not fast Enough</i> %	<i>OK, but could be Faster</i> %	<i>Acceptable</i> %	<i>I do not use the internet</i> %
2022	13	36	47	3
2019	23	38	33	7
2017	25	31	38	7
2014	28	31	30	11

Base: (2022: 1,795), (2019: 1,752), (2017: 1,830), (2014: 1,844)

Table 145: Rating of internet connectivity, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
Not fast enough	15	13	12	13	22	9
OK, but could be faster	35	36	37	34	31	44
Acceptable	48	47	48	47	45	45
I do not use the internet	2	5	3	6	3	2
Base: (All Respondents)	(220)	(267)	(350)	(236)	(177)	(182)

4.9 Climate Change

This section aimed to find out what measures residents had already taken, or were considering, to tackle climate change. It also asked residents what actions they would most like to see SDC taking.

4.9.1 Actions taken by residents to tackle climate change

In general, all actions saw a slight drop on 2019 in what residents said they were already doing. The exceptions were: switching to a renewable energy provider which was up five points to 39%; replacing a petrol or diesel car with an electric one, up five points to 11%; and travelling by private vehicle as little as possible, up one point to 38%.

There were a few actions which saw a rise in the number of residents saying they would like to do them but need more support. Of these, the most popular were installing renewable energy at home, up seven points to 47%; replacing a petrol or diesel car with an electric one, up five points to 43%; and making their home more energy efficient, up six points to 37%.

There was also, in general, a fall in the number of people who said that any one of the actions were not something they would consider doing. The exceptions to this were putting food waste in a caddy for collection and home composting as much garden waste as possible, which rose from 9% to 16% and 18% to 21% respectively.

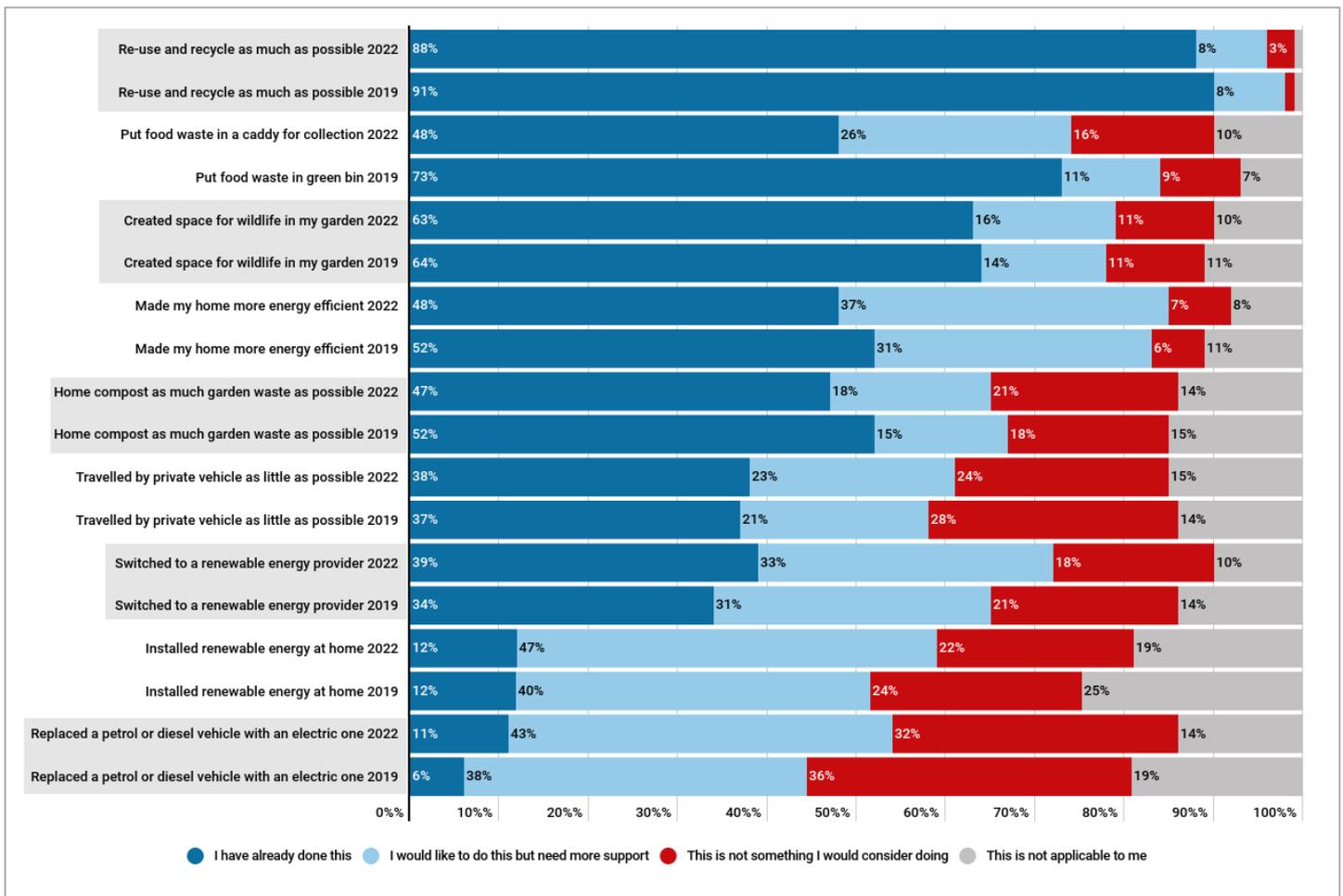
Looking at significant 2022 results:

- ❖ Older people are more likely to have **made their home energy efficient**. 10% of Shipston residents would not consider doing this. More male respondents had done so, than female respondents.
- ❖ Those under 65 years were prepared to **switch to a renewable energy provider** or had done so more than those aged 65+. However 22% of male respondents compared with 12% of female respondents were not prepared to do so. 44% of Wellesbourne/Kineton residents would like to do this, but need more support, the highest for a locality.
- ❖ Those under 49 were more likely to want to **install renewable energy** at home, while those aged 65+ were least likely to want to do this. Similarly 54% of female respondents against 41% of male respondents felt the same way. 57% of Henley/Studley residents would like to do this, but need more support, the highest for a locality.
- ❖ **Travel by private vehicle as little as possible** - Stratford residents were most likely to have already done this, with 57% saying that they had.
- ❖ The older the respondent, the less likely they were to want to **replace a petrol/diesel car with an electric one**. Southam locality residents were least likely to want to do this. Male respondents were less likely to consider doing this.
- ❖ Those aged 18-34 felt that they needed more support than older age groups to **re-use and recycle more**. Female respondents were more likely to **reuse and recycle** than male respondents – 92% vs 86%.
- ❖ Those aged 18-34 felt that they needed more support than older age groups to **put food waste in a caddy for collection**. Shipston area residents were more likely not

to consider doing this (21%).

- ❖ Those aged 35-49 were more likely to say that they wanted help to **home compost as much garden waste as possible**. Younger residents were least likely to do this. Stratford and Southam residents were least likely to say that they had already undertaken this. Female respondents were more likely than male residents to **home compost** more but would need more support – 22% vs 15%.
- ❖ Female respondents were more likely than male residents to **want to create space for wildlife in their garden** more but would need more support – 20% vs 13%. The older the resident the more likely they had already done this. Stratford and Southam residents were least likely to say that they had already undertaken this.

Figure 76: Actions taken by residents in respect of climate change



Base: (2022: between 1,538 – 1,753), (2019: between 1,310 – 1,712)

Table 146: Made my home more energy efficient, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	50	45	53	45	47	46
I would like to do this, but need more support	42	38	36	32	42	36
This is not something I would consider doing	3	8	6	10	5	8
This is not applicable to me	6	10	5	14	6	10
Base: (All Respondents)	<i>(202)</i>	<i>(251)</i>	<i>(333)</i>	<i>(228)</i>	<i>(175)</i>	<i>(174)</i>

Table 147: Switched to a renewable energy provider, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	40	41	42	33	32	42
I would like to do this, but need more support	36	34	31	28	44	31
This is not something I would consider doing	15	17	21	22	18	12
This is not applicable to me	9	8	5	17	6	16
Base: (All Respondents)	<i>(196)</i>	<i>(239)</i>	<i>(322)</i>	<i>(221)</i>	<i>(155)</i>	<i>(168)</i>

Table 148: Installed renewable energy at home, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	9	17	13	14	12	8
I would like to do this, but need more support	57	40	51	38	46	46
This is not something I would consider doing	16	25	20	25	20	26
This is not applicable to me	18	18	17	22	21	19
Base: (All Respondents)	<i>(187)</i>	<i>(230)</i>	<i>(298)</i>	<i>(211)</i>	<i>(151)</i>	<i>(160)</i>

Table 149: Travelled by private vehicle as little as possible, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	33	33	57	28	31	36
I would like to do this, but need more support	26	25	22	25	24	18
This is not something I would consider doing	28	24	15	28	26	29
This is not applicable to me	12	19	6	19	19	17
Base: (All Respondents)	<i>(188)</i>	<i>(228)</i>	<i>(317)</i>	<i>(219)</i>	<i>(158)</i>	<i>(162)</i>

Table 150: Replaced a petrol or diesel vehicle with an electric variant, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	10	9	14	11	13	7
I would like to do this, but need more support	46	41	45	40	50	39
This is not something I would consider doing	34	37	26	30	30	38
This is not applicable to me	11	14	15	19	7	15
Base: (All Respondents)	(205)	(242)	(314)	(215)	(163)	(169)

Table 151: Reuse and recycle as much as possible, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	86	91	87	89	85	91
I would like to do this, but need more support	11	6	9	9	10	5
This is not something I would consider doing	1	2	4	3	4	4
This is not applicable to me	1	1	0	0	1	0
Base: (All Respondents)	(213)	(260)	(340)	(232)	(179)	(185)

Table 152: Put food waste in a caddy for collection, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	46	50	48	49	38	53
I would like to do this, but need more support	30	22	27	21	37	20
This is not something I would consider doing	10	14	18	21	16	17
This is not applicable to me	14	14	7	9	8	9
Base: (All Respondents)	(209)	(251)	(335)	(225)	(173)	(173)

Table 152: Home compost as much garden waste as possible, by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	53	53	41	53	44	42
I would like to do this, but need more support	21	13	17	14	27	18
This is not something I would consider doing	16	18	24	25	14	25
This is not applicable to me	10	16	18	8	15	15
Base: (All Respondents)	(191)	(232)	(300)	(215)	(162)	(157)

Table 154: Created space for wildlife in my garden, by locality

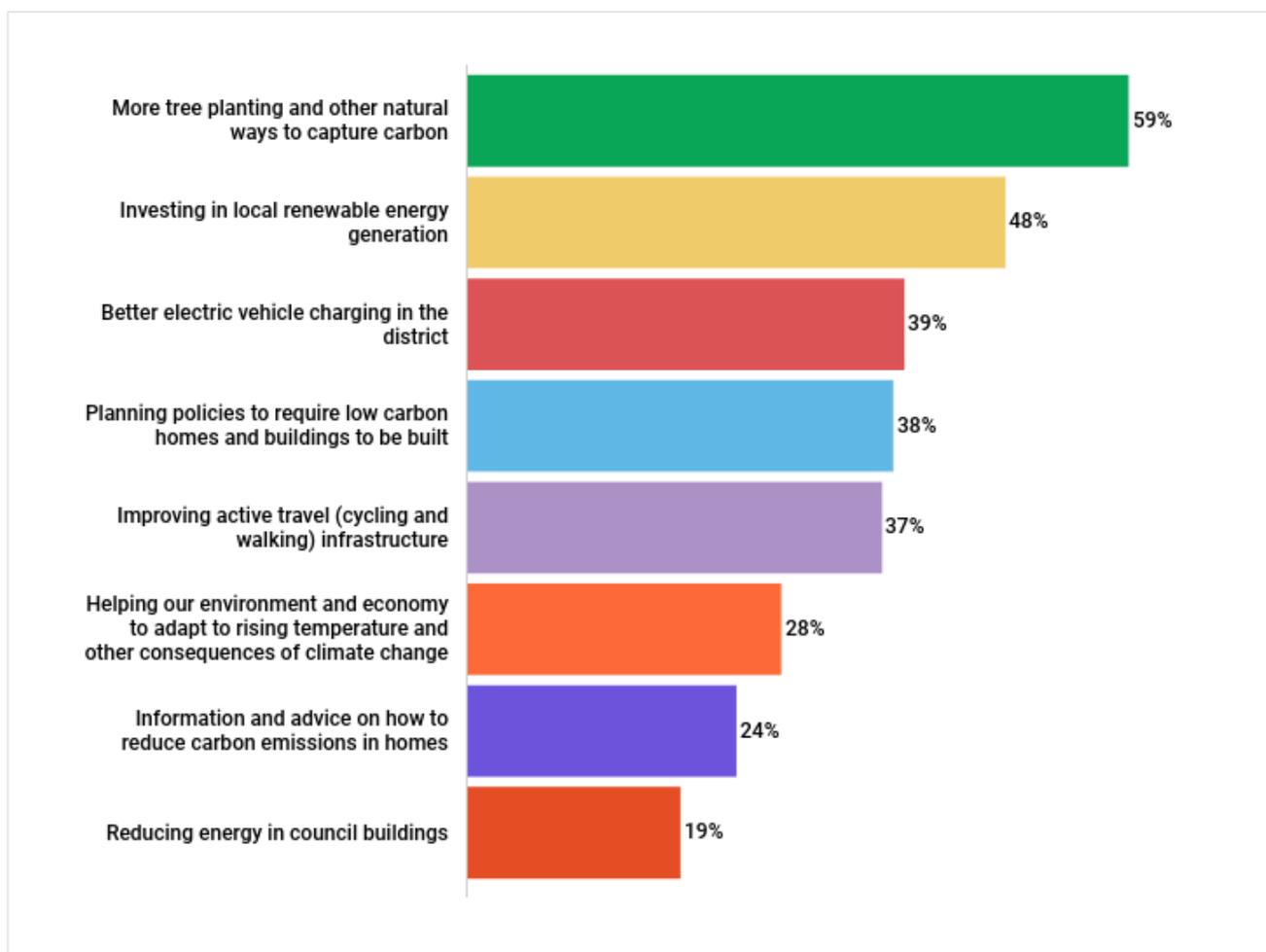
BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
I have done, or already do this	66	64	58	64	66	59
I would like to do this, but need more support	19	14	15	16	19	17
This is not something I would consider doing	5	9	16	15	7	15
This is not applicable to me	10	14	11	5	8	9
Base: (All Respondents)	<i>(210)</i>	<i>(257)</i>	<i>(335)</i>	<i>(230)</i>	<i>(176)</i>	<i>(176)</i>

4.9.2 One key action for SDC to take regarding climate change

The top action which respondents felt it was important for SDC to take regarding climate change was tree planting and other natural ways to capture carbon, with 59% of respondents choosing this. Investing in renewable energy came second, with 48% of respondents choosing it.

There was no option which was generally unattractive to respondents: even the least popular choice - reducing energy in council buildings - gained 20% of the vote.

Figure 77: Resident's ratings of key climate change actions



Base: (2022: 1,772)

Table 155: Resident's ratings of key climate change actions by locality

BY LOCALITY	Henley/ Studley	Alcester/ Bidford	Stratford	Shipston	Welles- bourne/ Kineton	Southam
	%	%	%	%	%	%
More tree planting & other natural ways to capture carbon	61	55	54	60	64	62
Investing in local renewable energy generation	51	45	46	43	54	52
Better electric vehicle charging in the District	45	32	45	43	39	31
Planning policies to require low carbon homes & building to be built	30	47	44	41	37	26
Improving active travel infrastructure	26	42	44	34	30	38
Helping our environment & economy to adapt to rising temps & other consequences of climate change	31	31	22	34	26	27
Information & advice on how to reduce carbon emissions in homes	26	24	21	21	23	22
Reducing energy in council buildings	20	15	18	19	17	26
Base: (All Respondents)	<i>(216)</i>	<i>(260)</i>	<i>(346)</i>	<i>(232)</i>	<i>(178)</i>	<i>(185)</i>

4.10 Stratford District Council’s response to Covid

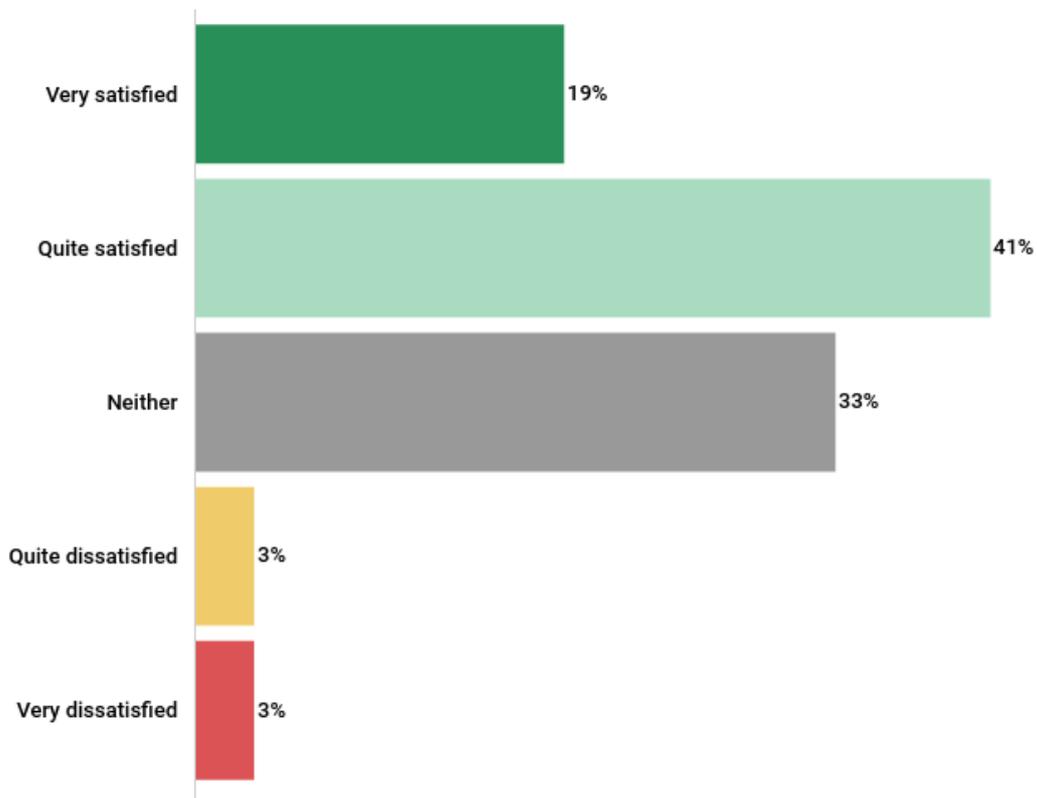
This section asked residents their opinions about how SDC responded to the Covid-19 pandemic in terms of the support it gave to individuals, businesses and community groups.

4.10.1 Satisfaction with various aspects

Advice and support relating to Covid-19

60% of respondents were satisfied with SDC’s advice and support relating to Covid-19. 6% were dissatisfied.

Figure 78: Advice and support relating to Covid-19

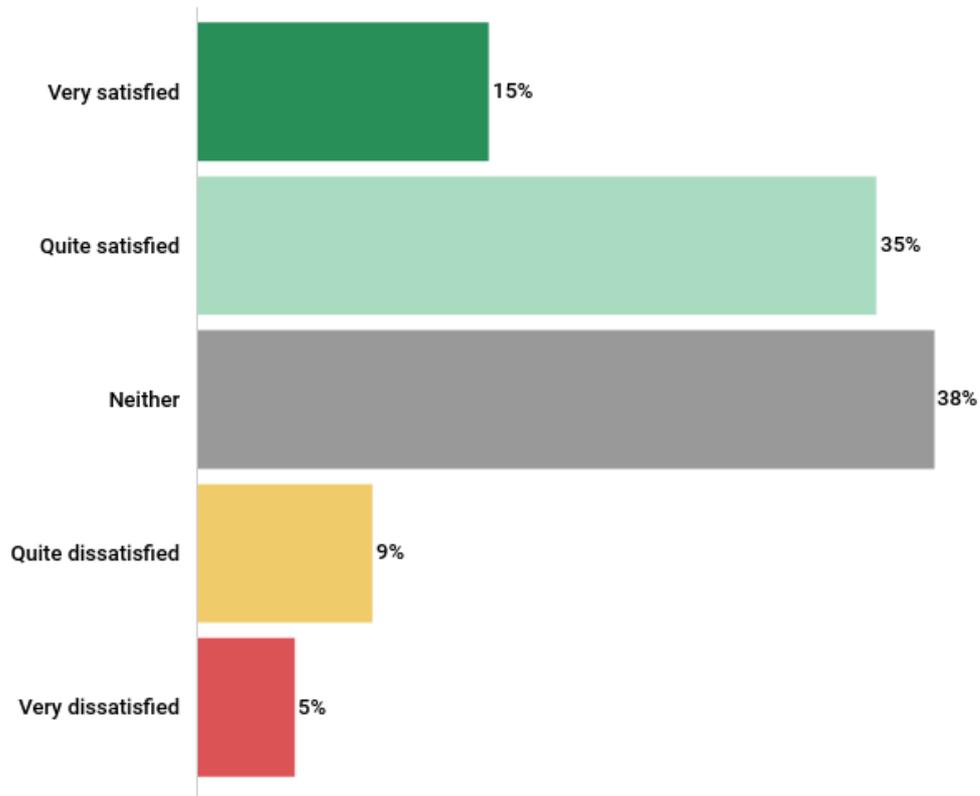


Base: (2022: 1,322)

Help and support for individuals in need

Exactly half of respondents were satisfied with the help and support for individuals in need which SDC provided. Dissatisfaction was a little higher than for the more general advice and support – at 14%.

Figure 79: Help and support for individuals in need

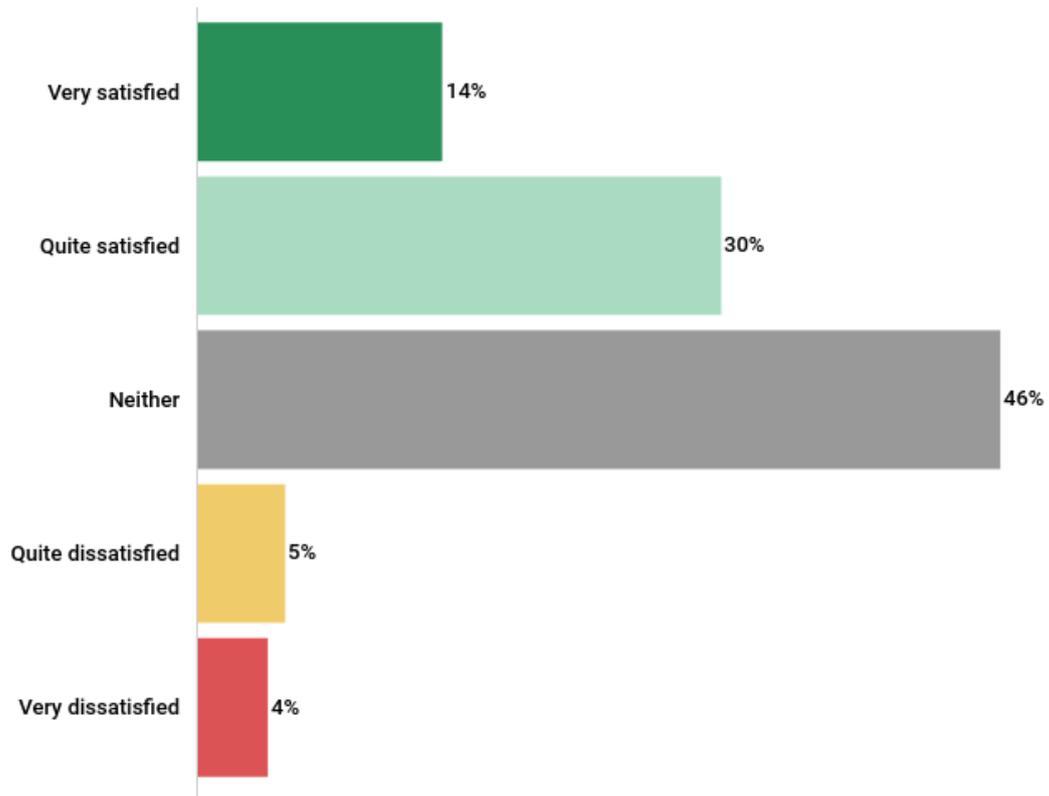


Base: (2022: 1,030)

Information and support for businesses

44% of respondents were satisfied with the information and support which SDC gave to businesses during the pandemic. 9% were dissatisfied.

Figure 80: Information and support for businesses

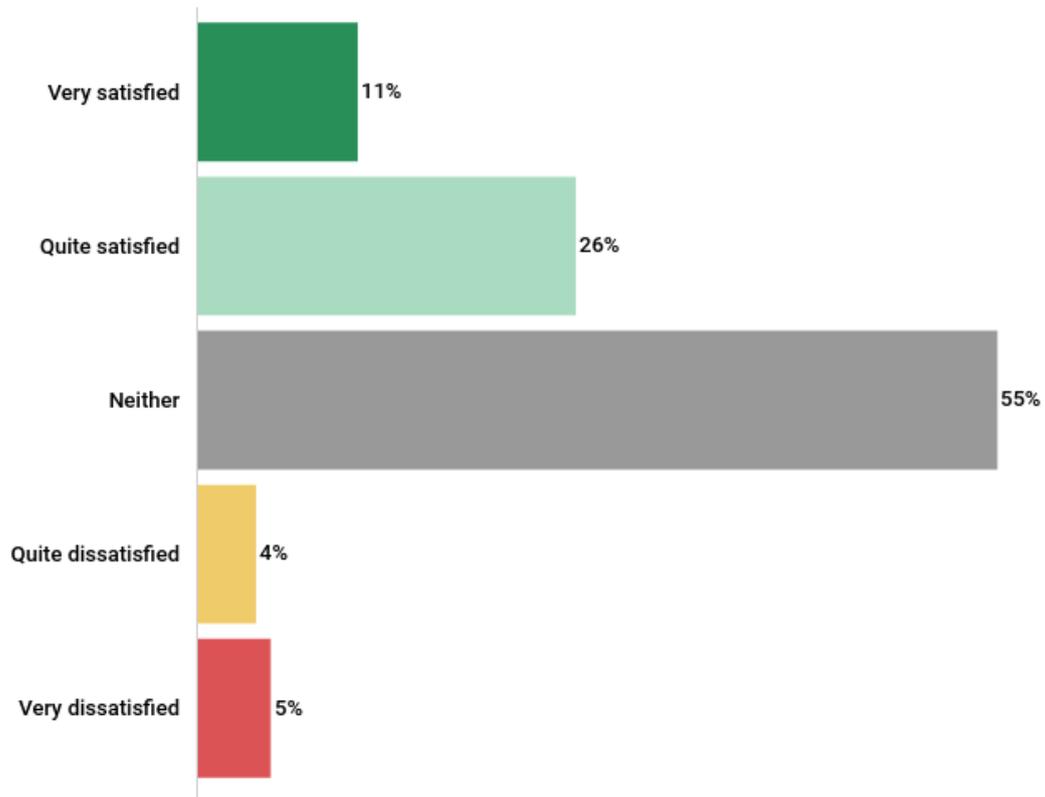


Base: (2022: 777)

Funding and support for community groups

37% were satisfied with the funding and support which community group got from SDC, whilst 9% were dissatisfied.

Figure 81: Funding and support for community groups

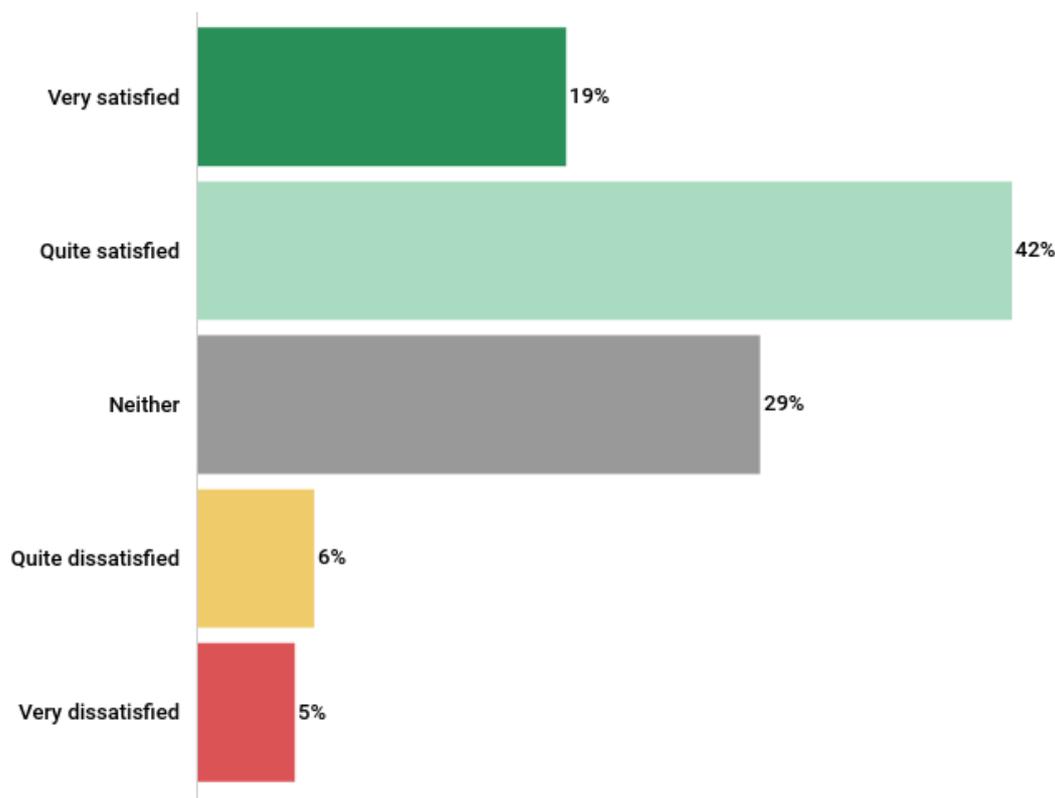


Base: (2022: 769)

Safety of the high streets

61% of respondents were satisfied with the safety of the high street during the pandemic, whilst 11% were dissatisfied.

Figure 82: Safety of the high streets



Base: (2022: 1,333)

4.10.2 What SDC could have done better to support residents

Respondents who had answered 'very or fairly dissatisfied' to the previous questions about the Council's response to COVID were asked what else SDC could have done to support them. There were 229 responses to this.

Nearly a quarter of all comments were about the changes made to **Stratford town centre**, namely the barriers, tarmacking and closing of roads. Universally these were negative, with comments including that it was unsightly, a waste of money, caused difficulties for disabled drivers and were an unnecessary over-reaction.

13% of comments were unhappy with the amount of **information** provided by SDC, with some saying that they did not see any or only had information from central government. Some of these comments would have liked more information by post, rather than expect people to go online. 11% of comments mentioned **support**; many of these would have liked to see more support generally, or in specific circumstances. These issues of information and support were often associated with a perceived lack of **communication** from SDC about the pandemic and support available.

8% of comments mentioned that respondents were unsure as to **what action SDC had actually taken** during the pandemic: this included comments that support came from

other organisations rather than SDC, and other comments that they would have liked to SDC officers on the ground more. 7% of comments talked about how **villages and towns** other than Stratford had had to develop their own support networks as direct support from SDC was not forthcoming.

The responses were analysed, and the main themes are summarised in the table below.

Table 156: What SDC could have done better to support residents

Topic	Number of comments	% of comments
Changes to Stratford town centre	54	24
Information provided	30	13
Support generally	27	12
Communication	19	8
SDC action	19	8
Villages/towns	15	7
Was out of the area at the time	13	6
Enforce rules	13	6
Businesses	9	4
Did not go out	9	4
Support when isolating	7	3
Community groups	6	3
Waste of money	6	3
Over reaction	4	2
Police/crime/ASB	4	2
Support for elderly	3	1
NHS	3	1
SDC did OK	3	1
Vaccines	3	1
Local councillor	2	1
Landlords	2	1
Base: (All respondents answering fairly or very dissatisfied)	(229)	

4.11 Household and Personal Profile

All results in this section are unweighted.

4.11.1 Household Information

Table 157: Tenure of accommodation

	2012	2014	2017	2019	2022
	%	%	%	%	%
Owned outright	55	61	60	65	63
Owned with a mortgage	26	22	21	20	21
Rent from Housing Assoc./Trust	10	10	11	8	9
Rent from a private landlord	7	7	6	5	5
Other	1	1	2	2	2
BASE:	(2,035)	(1,868)	(1,883)	(1,755)	(1,790)

Table 158: Have you moved into the District in the last three years?

	2022
	%
Yes	13
No	87
BASE:	(1,768)

Respondents were asked where they had moved from and the postcodes are included in Appendix A.

Table 159: How many children aged 17 years and under live in your household?

	2012	2014	2017	2019	2022
	%	%	%	%	%
One	9	8	7	7	6
Two	8	8	7	6	5
Three	2	2	1	1	1
Four	0	0	0	0	0
More than four	0	0	0	0	0
None	81	82	85	85	87
BASE:	(1,992)	(1,854)	(1,837)	(1,751)	(1,770)

Table 160: How many adults aged 18 years or over live in your household?

	2012	2014	2017	2019	2022
	%	%	%	%	%
One	31	29	32	31	31
Two	61	63	57	58	59
Three	6	5	8	7	7
Four	3	3	2	3	2
More than four	0	1	1	0	1
BASE:	(1,953)	(1,818)	(1,800)	(1,725)	(1,737)

4.11.2 Personal Information

Table 161: Gender

	2012	2014	2017	2019	2022
	%	%	%	%	%
Male	42	46	42	44	42
Female	58	54	58	54	54
Prefer not to say	-	-	-	2	3
Prefer to self-declare	-	-	-	0	1
Non-binary/agender/ Gender fluid	-	-	-	-	0
BASE:	(2,059)	(1,887)	(1,842)	(1,740)	(1,746)

Table 162: Age

	2012	2014	2017	2019	2022
	%	%	%	%	%
Up to 29	2	2	2	2	2
30 to 39	7	6	6	5	5
40 to 49	15	13	10	9	9
50 to 59	16	17	18	19	18
60 to 69	28	26	24	25	23
70 to 79	19	24	24	27	27
80 plus	13	12	15	14	15
BASE:	(2,015)	(1,853)	(1,806)	(1,683)	(1,746)

Table 163: Disability or long-standing illness

	2012	2014	2017	2019	2022
	%	%	%	%	%
Yes	32	33	41	37	33
No	68	67	59	63	67
BASE:	(2004)	(1848)	(1804)	(1722)	(1,758)

Table 164: Does this limit daily activity?

	2012	2014	2017	2019	2022
	%	%	%	%	%
Yes	69	64	63	60	73
No	31	36	37	40	27
BASE:	(642)	(491)	(722)	(637)	(570)

Table 165: Ethnicity

	2012	2014	2017	2019	2022
	%	%	%	%	%
White British	97.1	94.6	96.3	96.3	94.5
White Irish	0.6	1.0	1.0	0.6	1.0
Any other White background	1.4	3.3	1.7	2.2	2.1
White and Black Caribbean	0.0	0.1	0.1	0.1	0.1
White and Black African	0.0	0.0	0.0	0.1	0.0
White and Asian	0.1	0.0	0.1	0.1	0.4
Any other Mixed background	0.0	0.0	0.1	0.1	0.3
Black or Black Caribbean	0.0	0.0	0.1	0.0	0.2
Black or Black British African	0.0	0.1	0.0	0.0	0.1
Any other Black background	0.0	0.1	0.0	0.0	0.0
Asian or Asian British – Indian	0.1	0.5	0.3	0.2	0.6
Asian or Asian British – Pakistani	0.0	0.0	0.0	0.1	0.1
Asian or Asian British – Bangladeshi	0.0	0.0	0.0	0.1	0.0
Any other Asian background	0.1	0.1	0.2	0.0	0.2
Chinese	0.2	0.3	0.1	0.1	0.4
Other ethnic group	0.1	0.1	0.0	0.1	0.2
BASE:	(2,043)	(1,891)	(1,849)	(1,740)	(1,778)

Table 166: Activity

	2022
	%
Employee in full time job (30 hours+ a week)	23
Employee in part time job (under 30 hours a week)	7
Self-employed full or part-time	12
Full-time education at school, college, or university	0
Unemployed and available for work	1
Permanently sick/disabled	3
Wholly retired from work	50
Looking after the home	3
Doing something else	2
BASE:	(1,814)

Respondents were asked where they normally work. A list of 701 places are included in Appendix B.

Table 167: Transport to employment

	2022
	%
Car	72
Walk	11
Cycle	4
Train	7
Van	3
Motorcycle	1
Other	1
Work from home	26
BASE: (Can add up to more than 100%)	(683)

4.12 Final comments: Anything to add or expand on previous answers

Respondents were finally asked to provide any further comments they felt necessary, or to expand on any previous answers given in the survey. 706 responses were received to this.

A number of different themes emerged within these comments, which are summarised in the table below. The ten most mentioned topics are explored in more detailed below.

The most mentioned topic, seen in 17% all comments was that of **planning and development**. In these comments, residents felt that there had been too much development either generally within the district or more specifically where they lived. For example, comments such as the following were typical:

“After visiting Stratford recently I was appalled to see how much of Stratford has been made into a concrete jungle.”

“I really love living in Bidford on Avon. Please don't build any more houses...”

These comments were almost always associated with a feeling that development had occurred without their being appropriate **road infrastructure** or **service infrastructure** i.e. health/ education:

“I believe too many houses are being built without the infrastructure to support; residents are fearful that countryside will be swallowed up between Southam/Napton/Long Itchington”

“I am very disappointed and concerned at the huge numbers of new houses being built in Stratford, particularly at the top of the Alcester Road and Bishopton. There is no new road infrastructure, no new schools, no doctor surgeries etc to support the huge number of people that will move into these homes”

“Hugely dissatisfied with the quantities of housing development not being matched with road development and cycle / walk paths.”

A number commented on how they felt that areas had begun to lose their identity or community feel because of the amount of development:

“As a long-time resident (36 years) I feel Shipston is losing its unique identity and sense of community”

“Southam has grown exponentially over last five years. The whole feeling of belonging to a local community has changed for the worst”

Some comments related to the process of making planning applications and e-planning systems, which was referred to as ‘clunky’ and not user-friendly:

“The e-planning system is fiddly and cumbersome to use - how about updating/improving it somewhat?”

Other comments related how difficult respondents had found it to gain planning permission for development:

“Difficult in planning applications. I am an active member of Ladbrook Park Golf Club and Birmingham and Solihull Rugby and have found it very difficult to obtain planning for reasonable developments.”

Table 168: Comments made by residents

Topic	Number of comments	% comments
Planning/development	123	17
Roads – traffic, maintenance, pollution	114	16
Parking	91	13
Public Transport	67	9
Services – health, education, local services	65	9
Town centres	54	8
Speeding	52	8
Waste	47	7
Crime	46	7
Footpaths/cycleways	46	7
Built Environment – cleanliness, street lighting	45	6
Green waste	41	6
Trees, parks, green spaces	41	6
Leisure activities	37	5
SDC Communication	27	4
Council Tax	27	4
Housing – affordable housing, housing quality	26	4
Decision-making – councillors, policy, parishes	24	3
Home energy efficiency – insulation, renewables	21	3
Litter	20	3
Fly tipping	18	3
Drains	17	2
Pavements	17	2
Climate Change	16	2
Disability issues	16	2
Tourism	16	2
Happy with the area	14	2
HS2	12	2
EV Charging	11	2
Dog fouling/noise	10	1
SDC = Stratford-focused	9	1
Broadband	7	1
Miscellaneous	130	18
Base: (All respondents)	(706)	

Roads were mentioned in 16% of all comments – namely concerning traffic congestion, pollution and issues of road maintenance. When not mentioned in associated with new housing development, comments about roads complained of the rising amounts of traffic and congestion that they were experiencing in their local area:

"I am lucky to live in a nice house on the Evesham Road, unfortunately the traffic has doubled in the last 5 years"

"I have lived in Studley for over 25 years having moved from Scotland...Traffic has increased dramatically and is a real issue that requires action"

There were a number of comments which pinpointed specific areas in Stratford and the wider district as having particularly bad traffic congestion:

"Living on the Birmingham Road for over 40 years I seen the volume of traffic increase at an unacceptable level and the pollution from traffic fumes is detrimental to health suffering myself from COPD makes it difficult to breathe, I'm a non-smoker and have always tried to walk everywhere, the traffic is just a nightmare"

"Approaching the town via Birmingham Road, Alcester Road, Evesham Road, Warwick Road and Banbury Road is nearly always a traffic hold up. A solution must be found."

"Please can you forward to Warwickshire County Council our concerns to Q8a regarding pollution, traffic cut through, volume of traffic, speed within the village of Shotton"

A number of comments complained about pot holes, road markings and other maintenance issues:

"Please address the pot holes"

"Please repaint the lane directions at roundabouts to avoid confusion and frustration. Please synchronise the Arden St lights with the McDonalds lights"

"Road maintenance is lacking and worrying, most all white lines on roads I travel on are without causing traffic to take any route they please".

Parking was an issue mentioned in 13% of all comments. A number of these related to the loss of the concessionary permits for those aged 65 years and over:

"I find the removal of Over 65 parking permits a highly negative act"

"I did enjoy the concessionary car parking which I felt was not abused as you say. Coming into town is now not so easy. Parking using phone is also not easy unless my wife is with me. Think of the older clients. We're not all computer-savvy"

There were comments about the difficulty of finding suitable parking spaces in Stratford and other town centres, particularly for blue badge holders:

"I have given up on Stratford town centre. I have blue badges but find parking near the optician impossible. So I have to choose another option"

"One disabled car parking space in the centre of Shipston (on the High St) is unacceptable for a town of this size. The three spaces in the town car park are too far away when one has shopping to carry and needs a stick to aid balance when walking"

Public transport was mentioned in 9% all comments. These comments particularly related to the lack of public transport options for those living in the more rural areas of the district:

"I live in Great Alne. We need regular public buses running all day not just for rush hour or school children"

"I am lucky enough to live in a rural area however public transport is non-existent"

"Need far better public transport to the villages especially in the evenings The last bus from Stratford to our village is approx. 7pm!!!!"

However, there were also calls for more public transport generally, particularly to connect people with health services and major centres:

"Public transport usually non-existent. No way of reaching any Acute hospital by public transport (Warwick, Coventry, Banbury, Oxford)"

"Stratford on Avon District Council are very poor when it comes to using its powers to provide better public transport. Although a county council responsibility, the district council has failed dismally with using the planning process to raise funds for investment for public transport infrastructure particularly rail"

"There is a lack of public transport in Stratford. No direct bus route to Birmingham. National express not operating here. Trains to Birmingham, journey time 1 hour and poor service to London"

Services were mentioned in 9% of all comments. Almost all of these bemoaned the lack of adequate doctor and dentist provision across the district:

"I have lived here only 8 months but I am already aware of the lack of paucity of some facilities here. The town is rapidly expanding with a lot of new house building but it seems that the infrastructure to support all the extra people is lacking. There is no district hospital with emergency services or full health provision. There are very few doctors and dentists and the dentists are not currently able to offer newcomers, like me, and NHS service."

"I feel on the whole very satisfied with SDC however I think the medical facilities are not very good. With this town expanding so fast with more and more houses being built, houses that on the whole are occupied by younger couples with children and it is for these people I find the medical facilities severely lacking - we have to have a proper hospital with A&E, as well as maternity - for older people like myself the nearest hospital is miles away in Warwick along a route of bends and twists and it is not right, we have a hospital here but it is hardly used."

However, there were also some commenting on the lack of local shops/post office/café:

"I like living in Bearley. But the main problem is no shop or cafe. Although you can get your groceries delivered, you wouldn't do that just for one or two items, such as milk or bread"

"Lots of new houses in Southam but not increasing other facilities. We need more shops (Aldi taking ages to come)"

Town centres were mentioned as an issue in 8% of all comments. Many of these comments related to what the respondents felt was turn for the worse in the state of their local high street, with buildings lying empty and becoming unsightly through lack of adequate care, and a poorer retail offer:

"The High St is a disgrace, when is something going to be done with Debenhams?... As for BHS, all involved should hang their heads in shame"

"Notwithstanding the two years of Covid, the town appeared to be less attractive than it had been even before Covid19.....The town centre looks run down - the shopping arcades have closed, department stores have gone or have small shops"

"The worst part of the town is the town centre and retail which does not support the local community"

Many of these comments wanted to see some action taken to make town centres much more attractive:

"Radical approaches needed to revive emptying town centres"

"I would like the council to develop a well thought through plan to rejuvenate the town centre and attract/retain young people in the area"

Some of these suggested that pedestrianising the town centres would help make them more attractive:

"Regenerate the town centre. Fully pedestrianise High Street, Ely Street, from Waterside Street up to High St and Wood Street"

"Alcester needs totally pedestrianising on the High Street and tributary streets"

The issue of **speeding** was mentioned in 8% of all comments. The vast majority of these related to problems of speeding in villages:

"How do I get speed reduction signs in Great Alne? B3048 traffic does average 50mph through 30mph village"

"I would like pressure to be brought to bear on the appropriate authorities to do more to police the regularly flouted 30mph speed limit in Claverdon. I feel intimidated by speeding traffic"

Although speeding was not solely a rural issue:

"Please address noisy vehicles speeding along Banbury Road night and day"

"Shottery Road is used as a cut through by many vans and cars. People speed along the road often over 40 mph"

Waste was mentioned in 7% of comments, namely household waste collections and the recycling centre at Burton Farm. A number of these comments expressed concern about the new 1-2-3 waste system being brought in:

"I am very disappointed that Stratford-on-Avon District Council is proposing to only empty my general waste bin once a month"

"Very angry black bin collection is arranging to every 3 weeks from August - we will get rats and maggots etc. All bins in our road are always full overflowing after 2 weeks"

Some comments were very positive about refuse collection:

"I find the refuse collection teams are excellent. Very efficient and cheerful"

"I think our rubbish and recycling collection home services are exceptionally good and always have been. The people employed in this are polite and helpful when needed"

Crime and policing were mentioned in 7% of all comments. Many of these comments related to what respondents felt was a recent increase in crime and anti-social behaviour:

"My immediate concern is the level of crime increasing in Shipston on Stour - burglary and car theft"

"There has been an increase in people who use drugs hanging around the town in areas such as by NatWest. Because of this it doesn't feel safe"

Many comments wanted to see a greater police presence in their local area:

"Put pressure on police commissioner to put more police officers on the beat in Wellesbourne and provide a visible presence"

"Police presence in Southam is dire. We are several miles away from 24hrs police protection"

Footpaths and cycleways were mentioned in 7% of all comments. Many of these related to the upkeep of paths, and that some footpaths and cycle ways were becoming difficult/dangerous to use because of poor maintenance and poor design:

"Cutting back over hanging trees and bushes at side of roads and over footpaths. Cleaning footpaths of dead/slippy leaves"

"Some cycle lanes are very dangerous as they are not fit for purpose - they put cyclists and motorists at risk. e.g. along the Banbury Road - far too narrow on a steep camber road and 2 cars cannot pass if a cyclist is in the road"

Some comments wanted to see more footpaths and cycleways installed:

"A full pathway needs to be built from Temple Hardwyke to Burton Dassett hills and to Gaydon while some of the path to Gaydon"

"Create/improve cycle access between Salford Priors and Alcester along route of disused railway - a greenway"

APPENDICES

Appendix A

If yes, where did you move from? Please give us your postcode only

211 responses

Alcester
Australia
Australia. Husband grew up here and recently moved back.
B11 3AA
B13 8NY
B14 4QL
B15 and B90
B28 8NN
B29
B37
B46 2RU
B47 5HR
B47 5QA
B47 5QD
B48 7PZ
B49 6FH
B75 5NA
B76 1YD
B80 7JD
B90 1BD
B90 1RL
B90 2LA
B91 2DG
B91 2JN
B91 2NN
B92 7QD
B92 8QB
B92 8TS

B92 9LT
B920BF
B94 6QT
B95 5LG
B95 6DP
B96 6HT
B96 6LL
B96 6SW
B98 0DA
B98 7NP
BA14 6QR
BH14
Birmingham
BN15 8HT
BN21 1LZ
BS3
BS40
BT19 7HN
BT9 5DG
CF23 7BR
CF3 3PG
CM4 9AX
CO9 4DZ
Cornwall
CV10 9NE
CV21 3TQ
CV21 4EU
CV22
CV22 5HP

SDC RESIDENTS SURVEY 2022

CV22 6RR
CV23 9RS
CV3 1GQ
CV3 1PA
CV3 1PQ
CV31
CV31 1DX
CV31 2QE
CV31 2SH
CV32 4TB
CV32 6DH
CV32 6NS
CV32 6RP
Cv34
CV34 4UA
CV35
CV35 0LJ
CV35 8ES
CV35 8TT
CV35 9QX
CV35 0AY
CV36 4EU
CV36 5HP
CV37
CV37 0AL
CV37 0HJ
CV37 5QB
CV37 9ST
CV4 9YA
CV47 1NT
CV5 6DX
CV5 7NR
CV5 7NR

CV6
CV6 1PX
CV7 5PU
CV8 3BW
CV8 3HG
CV8 3LW
CW8 3EZ
D91 3YB
Dubai
DY11 5RA
DY12 1BH
DY2 0DL
E8 2ER
EX12 2US
EX17 4PS
EX2 9EP
GL16 7LG
GL3 4TT
GL51
GL55 6HR
GL55 6TD
GL56
GL56 0GD
GL56 9EZ
GL56 9PZ
GL56 9QT
GU15 1LR
GU18 5YU
GU32 2BL
HG4 3RW
Homeless
HP17 8QZ
HP18

SDC RESIDENTS SURVEY 2022

HP22 5PU
HP22 5SF
HP27
Italy
Japan
Jersey
KT14 7AP
KT19 9ER
LA6 1HA
LA6 1NG
LD1 5TE
LE10 2UD
LE14 4QE
LE9 4HA
Leamington
Leamington Spa
LL65
LN1
London BR34SQ
LU7 3AP
M34 2Pa
Macclesfield, Cheshire
Manchester
ME13 0AW
ME17 1EX
MK10
MK17 8RE
N22
NN11 3YT
NN11 6ED
NR34 9PB
OL12
OX1 4TB

OX10 6ET
OX14 3XG
OX15
OX15 6DA
OX15 6LQ
OX16
OX16 5HU
OX164RQ
OX17 1HY
OX27 7QD
OX3 9JJ
OX42BA
OX7 5HT
PA20 0QQ
PA9 1AS
PE2 8FE
PE28 9BP
PE5 2NQ
PO21 3EQ
RG41 5eu
RG7 1JE
RH19 3RB
Rugby
SA73 1QE
SG15 6UW
SK7 1JD
Slovenia (Working abroad)
SN3 1EH
South Africa
Spain
SW18 1GS
SY8 4NN
TA21 0QY

TD15 2NS
TW1 4ST
TW11
TW8 9JB
UB5 6NN
United States
USA
Warwick
WN8 0BL
WODC
WR11
WR11 7FA
WR11 7PJ
WR11 7TE
WR11 7XN
WR11 7XY
WR11 8QH and SW11 4QX
WR11 8XG
WR12 7ER
WR9
WV4 6DS
Wychavon

WFH
WFH/Shipston/Thame
Whichford
Whitley, Coventry
Willenhall
Wilmcote
Wilmcote
Wilmcote
Windsor
Wixford
Woodford Halse
Wootton Wawen
Worcester
Work from home
work from home
Work from home
Working from home
Wormleighton
Wormleighton
Wythall
Wythall
Wythall
Wythall
Wythall (Worcs)

