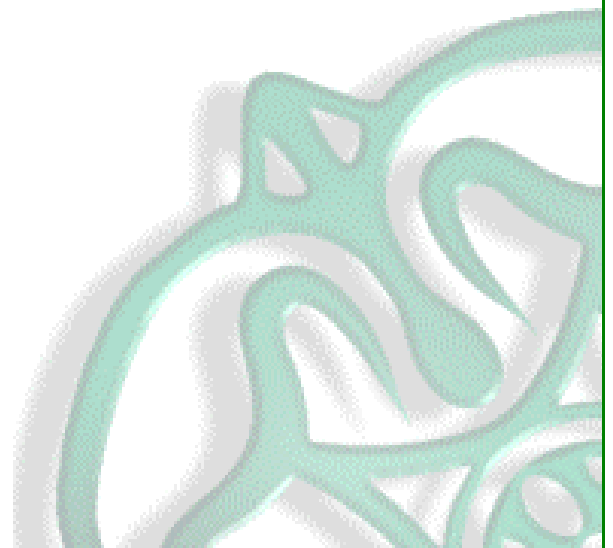




EAST RIDING  
OF YORKSHIRE COUNCIL

## Household Survey 2007

Full Report



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## 1.0 Executive Summary

### Introduction

- 1.1 The Council carries out a major consultation exercise each year to understand the views of residents, and how the Council can best serve their needs. This survey is carried out by post, using a questionnaire sent to a random selection of households throughout the East Riding of Yorkshire.
- 1.2 There were 1616 responses to the survey, allowing a high level of confidence that the responses represent the views of all residents in the East Riding.

### Parks and Open Spaces

- 1.3 Residents were asked what they thought of first when thinking about parks and open spaces: almost half think about formal parks with paths and gardens.
- 1.4 Respondents are reasonably satisfied with grass-cutting in parks and open spaces, and with the maintenance of grassed areas, shrubbery and other planting, and trees. Dog fouling, litter, and anti-social behaviour cause the greatest dissatisfaction.
- 1.5 Over half of respondents were satisfied with the parks and open spaces in their area, and are generally satisfied with the distance of parks and open spaces from their home. However, there is lower satisfaction with the maintenance of equipment.
- 1.6 Respondents would like to see improvements in dealing with dog-fouling and litter. There was also suggestion that more local parks were needed.

### Culture and Information

- 1.7 People were very neutral in their opinions of satisfaction with a range of facilities: sports and leisure, libraries, museums and galleries, and theatres. This does not just reflect the views of users of the facilities: the neutral view may come from people who have no direct experience.
- 1.8 Around half of respondents stated that they used Leisure Centres, Foreshore facilities and / or Sewerby Hall and Gardens.
- 1.9 The main reason for not using the Leisure Centres, Foreshore facilities and / or Sewerby Hall and Gardens was the distance between them and where people live.
- 1.10 Only a small proportion of respondents have used the web site to book leisure activities / facilities.

### Libraries

- 1.11 Around a fifth of respondents did not use any of the East Riding Libraries, primarily because they buy the books they need.
- 1.12 Where people do use a library, they primarily use them for borrowing books (as distinct from any other services offered) but also for reference and information.
- 1.13 Of those who have used a library, almost two-thirds of respondents said that they had borrowed one or more items in the last 12 months.

- 1.14 Respondents felt that a better range of stock, and copies of new books, would encourage greater borrowing and increased visit frequency.

### Sports and Recreation

- 1.15 Almost a third of respondents felt they were taking part in enough regular sport and recreation - the main reason for not doing more was shortage of time.
- 1.16 Almost 70% of respondents felt better footpaths for walking would encourage them to do more sport and active recreation.

### Communications

- 1.17 Over half of respondents stated that they would use the A to Z of council services to find out information about a council service, with almost as many saying that they would use the telephone. There has been a significant increase since the last Household Survey in the proportion of people who said that they would use the Council's website - more than four times as many.
- 1.18 The preferred mode of contact is still the telephone, followed by face-to-face contact via the Customer Service Centres. A significant proportion (one-fifth) said that they would use the Council's website.
- 1.19 A large proportion of people retain the A to Z for future reference, and two-thirds at least skim-read it. Of those that looked at it, the majority found it useful. Only one in five said that they throw it away.
- 1.20 Most respondents recall that they receive copies of the East Riding News each month, whether always, regularly or sometimes: the pattern is very similar to the 2006 survey's findings. The majority of respondents read it to some extent, and one in five enjoy reading the whole paper.
- 1.21 There is growing awareness of the 'MyEastRiding' facility: almost two in five said that they were aware of it.

### The Council

- 1.22 Three in five respondents said that they were satisfied with the way the authority runs things: this is four times higher than those that were dissatisfied. Respondents generally feel that things have stayed the same: the proportion of those that feel that things have got worse is balanced by those that felt that there had been an improvement.
- 1.23 Respondents are generally positive in their view about how the Council is dealing with climate change - over half of respondents agreed that the Council was dealing with it adequately.
- 1.24 Around a fifth of respondents said that they had contacted the authority with a complaint in the previous 12 months (note that a "complaint" was not defined). While two in five were satisfied with the way in which their complaint was handled, almost half were dissatisfied, and a quarter was very dissatisfied. This is an improvement on the findings of the 2006 BVPI General Survey, when a similar proportion of respondents had complained, but a greater proportion of people were dissatisfied with the response.

**Planning**

- 1.25 Around a quarter of respondents were satisfied with planning services, and towards two-thirds had no particular view (i.e. were neither satisfied nor dissatisfied). This high neutral proportion may reflect low levels of direct contact – only a fifth of respondents had contact with the service in the last 12 months. Satisfaction was greater amongst those who had contact with the planning service in the previous 12 months.
- 1.26 Satisfaction with the service was greater amongst those that had sought general planning advice than non-users.

**Waste and Recycling**

- 1.27 There is a high level of satisfaction with the waste collection service overall, and household waste and recycling sites. Three-quarters of respondents were satisfied with local recycling facilities overall, and almost two-thirds satisfied with cleanliness.

**Public Protection**

- 1.28 Almost two-thirds of respondents were concerned with the condition of rivers, ditches, and sewers. This could reflect a concern due to the summer's flooding.
- 1.29 The majority of respondents have concerns about dog-fouling, fly-tipping, and litter. Not only were they concerned about graffiti, and the impacts of climate change, but also contaminated land.
- 1.30 Almost three-quarters of respondents said that they would be interested in the availability of the outcomes of food hygiene enforcement being displayed on the website and in food premises.
- 1.31 Over a fifth of respondents felt that food premises should be visited more frequently than every 3 months.
- 1.32 Almost three-quarters of respondents were concerned with food safety standards, and almost as many, two thirds, felt it important that food is properly-labelled with nutritional and ingredient information.
- 1.33 The majority of respondents support the idea of 'No Cold-Calling Zones'.

**Streetscene**

- 1.34 The most important issues relating to street lighting were that it should be well maintained, and that faulty lights should be repaired within 5 days.
- 1.35 There is a high level of satisfaction with the maintenance of street lighting.

**Public Transport**

- 1.36 Half of respondents recalled having seen information about local transport services in the previous year.
- 1.37 While fewer than half of respondents remembered receiving the East Riding Public Transport Guide, those that did found it useful.
- 1.38 Half of respondents were satisfied with the provision of transport information overall, and a further third were neither satisfied nor dissatisfied. Fewer than one in five were dissatisfied.

- 
- 1.39 Almost half of respondents had used the local bus service in the previous 12 months, and almost half were satisfied with service overall.
  - 1.40 The car was the most used mode of transport for travelling for all purposes: work, leisure activities, shopping, and access to local services. Respondents were more likely to walk to local services than for shopping, leisure activities or work, and were more likely to use buses for shopping than other activities.
  - 1.41 While a large proportion of respondents travelled between one and five miles to work, almost one-tenth travelled over 30 miles.

### Community

- 1.42 The majority of respondents were satisfied with their local area as a place to live, and almost two in five had taken part in some form of voluntary work in the previous 12 months.
- 1.43 Over half of respondents agreed that their Council promoted a sense of community.
- 1.44 The majority of respondents felt that their community was a place where people from different backgrounds got on well together, an increase of 5% from 2006.
- 1.45 More than 40% of people felt that they could influence decisions affecting their local area - this is an improvement since the 2006 BVPI General Survey, and is one of the highest results from local authorities in the Yorkshire and Humber region.

### Crime and Safety

- 1.46 The majority of respondents felt safe in their neighbourhood, with around a fifth feeling very safe. People feel less safe in the 'town centre'. Almost a third felt unsafe in the town centre after dark.
- 1.47 Almost all respondents also felt safe in their home during the day, but less safe after dark.
- 1.48 Most respondents felt safe travelling to a local destination during the day – less than 1% felt unsafe. People felt much less safe after dark.
- 1.49 The majority of respondents, or members of their family, had not been victims of crime in the last 12 months. Of those that had, two-thirds had reported it to the police – this is a similar proportion to 2006.
- 1.50 Over half of respondents did not feel unsafe because of anti-social behaviour in their area, and almost a third of respondents felt neither safe nor unsafe. Fewer than a fifth felt unsafe.
- 1.51 Over two-thirds of respondents did not feel informed about what the Council was doing to tackle anti-social behaviour in their local area.
- 1.52 Almost a third of respondents had been a victim of anti-social behaviour in the previous 12 months, but only a quarter had reported it to the police – this is a similar proportion to 2006.
- 1.53 Just over a tenth of households had been a victim of alcohol-related crime in the previous 12 months (almost double the level reported in 2006). Only a tenth of these people reported it to the police.

Executive Summary

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- 1.54 Over half of respondents felt that there were problems because of parents not taking responsibility for the behaviour of their children, and/or people not treating other people with respect and consideration. Most people do not perceive a problem with noisy neighbours or loud parties.
- 1.55 Half of respondents were concerned about teenagers 'hanging-around' the streets.
- 1.56 There is a low level of concern about people being drunk or rowdy in public places, and fewer than a tenth felt that abandoned or burnt-out cars are a problem.
- 1.57 There has been a significant decrease since 2006 in the proportion of respondents concerned about drug misuse.

## 2.0 Introduction

### Context

- 2.1 The East Riding of Yorkshire covers a large area of 930 square miles that is predominantly rural, and has a population of 330,900.
- 2.2 The East Riding is the sum of a great variety of parts. From urban villages bordering Hull and commuter villages bordering York, to the traditional picturesque market towns and rural villages such as Beverley and Eastrington, to the coastal towns and villages.
- 2.3 With such a diverse community, and only 1.4 people per hectare, it is important that we consult with our residents on what services and facilities are required to meet their needs.

### Background

- 2.4 The Council carries out a major postal consultation exercise every year, to help it to understand the views of residents, and how the Council can best serve their needs. The questionnaire is sent to a random selection of households throughout the East Riding of Yorkshire.
- 2.5 The topics for the 2007 Survey were :
- Parks and Open Spaces
  - Culture and Information
  - Libraries
  - Sports and Recreation
  - Communication
  - The Council
  - Planning
  - Waste and Recycling
  - Public Protection
  - Streetscene
  - Public Transport
  - Sense of Community
  - Crime and Safety
- 2.6 Findings are compared with the Household 2006 survey where applicable. Similarly, where similar questions were asked in the BVPI General Survey (undertaken on behalf of the Department for Communities and Local Government (DCLG) in September and October of 2006, comparisons are drawn between the findings of the two surveys.
- 2.7 Through a range of consultation opportunities, residents told us they particularly wanted to see us address:
- Less anti social behaviour and neighbourhood crime and disorder
  - Better protection of the environment
  - Improved roads and pavements and drainage
  - Better support for local businesses
  - More affordable housing
  - A bigger say in local decision making
  - A safe and healthy environment for children and young people to reach their potential
  - Accessible quality services for older and vulnerable people
  - Improved recycling facilities
  - To preserve the East Riding lifestyle
- 2.8 Following this consultation and considering national and regional issues, we agreed seven new corporate priorities for 2008/2011 to ensure we continue to be a responsive top performing council, able to realise the ambition of the Sustainable Community Plan and deliver our commitment to the outcomes in the Local Area Agreement.

- 2.9 Our 7 corporate priorities are:
- **Safer communities** – a safe place to work, rest and play
  - **Protecting our environment** – a green and sustainable future
  - **Local problem solving** – local solutions to local problems
  - **Reducing inequalities** – better life chances and choices for all
  - **Revitalising our towns** – regeneration for a bright future
  - **Retaining the East Riding character** – building on what makes our area a great place to live
  - **Supporting vulnerable people** – protecting from harm, promoting independence

2.10 This report highlights which of these priorities responses contribute to.

**Methodology**

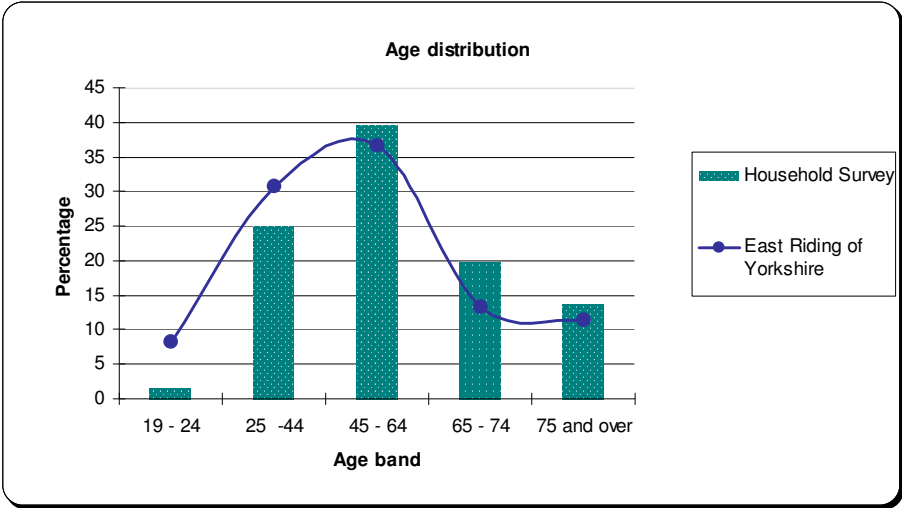
2.11 The survey was carried out later in the year than is usual, as resources were directed to resolving the impact of the June floods. Questionnaires were initially sent to 6,000 households in early December 2007, and a further 2,000 in early January, and produced a 20% response (slightly lower than the 2006 response of 24%).

**Key Characteristics of the Survey Sample**

2.12 A greater proportion of women responded than men - any significant differences are specifically referred to within the report.

Gender	Household Survey	ERY Population
Male	42%	49 %
Female	58%	51 %

2.13 The age demographic reflects that experienced in previous postal surveys, with a greater proportion of the over-50s responding. Significant differences in responses between age bands are noted within the report.



Note: the profile does not include under-19s, as the questionnaires were designed to target adults

## Segmentation

- 2.14 Developed by CACI (Consolidated Analysis Centres Inc.), the ACORN (A Classification of Residential Neighbourhoods) system groups all the postcodes in the UK into 5 categories, 17 groups, and 56 types. People living in similar postcode areas are grouped together providing data on lifestyle, social factors and behaviour, and the probable characteristics of a group of people living in similar postcode areas<sup>1</sup>.
- 2.15 Briefly, the ACORN classifications provides a picture of different cross-sections of the community, including information on : the people who live there (such as age, income, education, sex, and marital status), the products they buy, the media they read and watch, the jobs they hold, and many more. The information can be used to provide a better understanding of typical characteristics of residents in an area, and allows a different method of interpretation of the results in order to gain a better picture of our respondents. The categories, and a brief description of each, are given below:
- **Wealthy Achievers** – live in wealthy, rural areas. They are middle-aged or older people, living in large houses that they own outright. They are well educated and usually in managerial positions. Car ownership is high, as are income levels. They enjoy the advantages of being healthy, wealthy, and confident consumers.
  - **Urban Prosperity** – are well educated and include both older people and young professionals. They live in large houses with some of the young people in the process of buying flats. They have a cosmopolitan outlook, like eating out, going to the theatre, and making the most of their cultural opportunities.
  - **Comfortably Off** – all life stages are represented in this category. Most people own their own homes and houses are semi-detached or detached. Employment is a mix of professional, managerial and clerical, and skilled occupations. This category incorporates the home-owning, stable, and fairly comfortable backbone of modern Britain.
  - **Moderate Means** – many people are still employed in traditional blue-collar occupations. There are isolated pockets of unemployment and long-term illness. Most houses are terraced, with two or three bedrooms. Overall, the people in this category have modest lifestyles but are able to get by.
  - **Hard-Pressed** – unemployment is above the national average in this category, with lower levels of qualifications. Properties tend to be small, and overcrowding is a problem. These people are experiencing the most difficult social and economic conditions in the area, and appear to have limited opportunity to improve their circumstances.
- 2.16 There was a reasonable match between the ACORN profile of respondents, and that of the East Riding as a whole. The differences are typical of postal surveys, which tend to achieve lower-than-average response rates from those of Moderate Means and Hard-Pressed categories. Variations in opinions between these groups will be referred to within the report where significant.

Segment	Survey	East Riding of Yorkshire
Wealthy Achievers	43.0 %	37.2 %
Urban Prosperity	1.7 %	2.7 %
Comfortably Off	37.3 %	34.6 %
Moderate Means	9.5 %	12.9 %
Hard-Pressed	7.9 %	12.0 %

<sup>1</sup> Further information is available on the East Riding's Data Observatory website ([www.gofer-info.co.uk/dataobs](http://www.gofer-info.co.uk/dataobs))

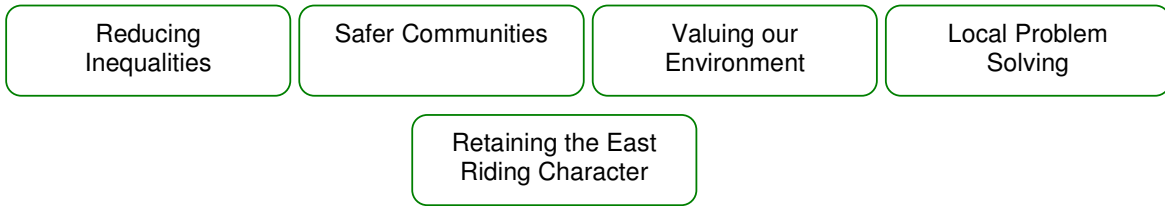
**Statistical Reliability**

- 2.17 The confidence level produced by the response was 95% confidence that the views reflect the total population of the East Riding  $\pm$  2.43%. This is better than that recommended as good practice by the Market Research Society: 95% confidence  $\pm$  3.0%.

**Local Variations**

- 2.18 To support and inform the establishment of the Local Action Teams, a separate report is being prepared, highlighting differences between the Areas.

### 3.0 Parks and Open Spaces



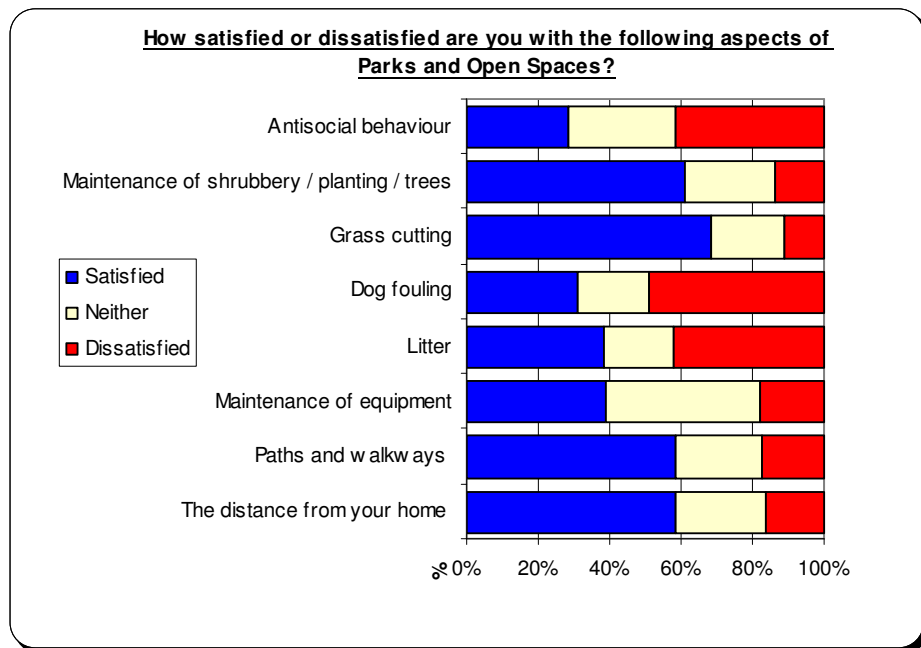
3.1 Residents’ experiences of the place that they live are influenced, to some extent, by their perceptions of their local open spaces. It is important to understand, not only what they think about specific aspects of their maintenance and upkeep, but also what types of space respondents are referring to.

#### When thinking about Parks and Open Spaces, what do you think of first?

3.2 Almost half (49%) thought about formal parks with paths and gardens, with a fifth thinking about children’s play areas (20%). A smaller proportion has playing fields in their mind (14%) and amenity areas – open spaces with no facilities (12%).

#### Satisfaction with Parks and Open Spaces


3.3 Over two-thirds of respondents were satisfied with grass-cutting of parks and open spaces, and almost as many were satisfied with the maintenance of shrubbery / planting / trees. Dog fouling, litter, and anti-social behaviour caused the greatest levels of dissatisfaction.



3.4 **Anti-social behaviour** – 42% of respondents were dissatisfied with anti-social behaviour in parks and open spaces.

3.5 **Maintenance of shrubbery / planting** - 61% of respondents were satisfied with the maintenance of shrubbery and planting.

- 3.6 **Grass cutting** - almost 70% of respondents were satisfied with grass-cutting in parks and open spaces.
- 3.7 **Dog fouling** - almost half respondents were dissatisfied with dog fouling in parks and open spaces.
- 3.8 **Litter** – almost 40% of respondents were satisfied with the litter in parks and open spaces.
- 3.9 **Maintenance of equipment** – twice the proportion of people (40%) were satisfied with the maintenance of equipment compared with those that were dissatisfied.
- 3.10 **Paths and walkways** - overall, 58% were satisfied with paths and walkways.
- 3.11 **The distance from your home** - overall, 59% were satisfied with the distance of parks and open spaces from their home.
- 3.12 Over half of respondents (57%) were satisfied with the parks and open spaces in their area, and a further 24% were neither satisfied nor dissatisfied: almost a fifth were not satisfied.

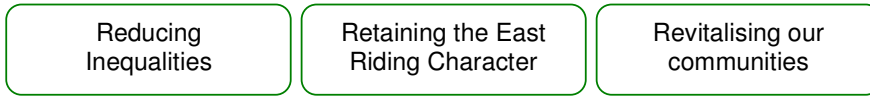
	<b>BVPI 2006</b>	<b>Household 2007</b>	<b>Difference</b>
Parks and Open Spaces	64%	57%	-7% 

- 3.13 Respondents aged 65 years and over were more likely to be satisfied.

### Improvements to Parks and Open Spaces

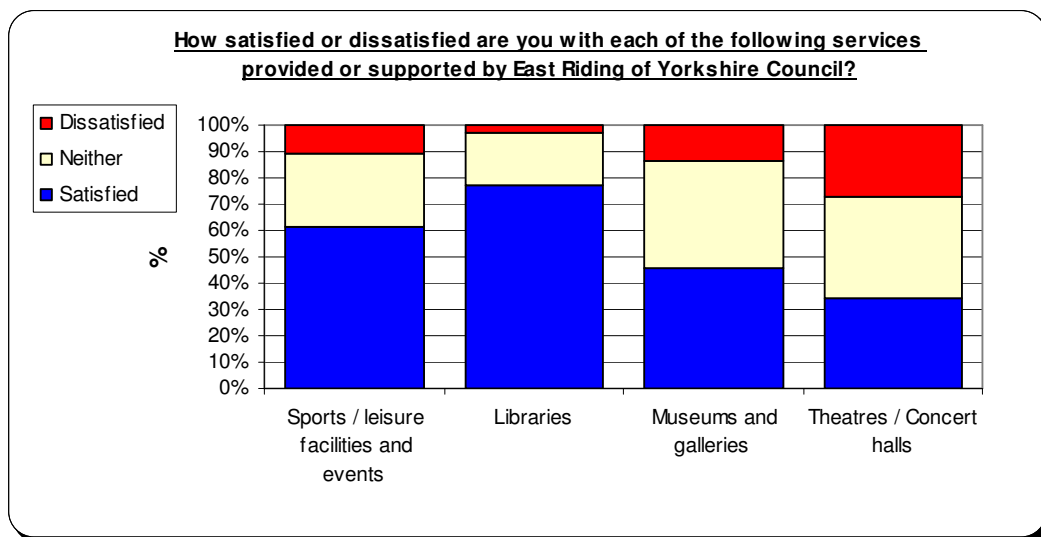
- 3.14 The main areas for improvement related to tackling dog fouling, such as more dog litterbins and enforcing penalties. It was also suggested that more parks were needed in the area. The top 5 areas for improvement were:
- Less dog fouling 13%
  - More parks 13%
  - Less litter 12%
  - Reduce anti-social behaviour 11%
  - More supervision / park wardens 8%

4.0 Culture and Information



Satisfaction with Leisure and Cultural services

- 4.1 Respondents were asked for their levels of satisfaction or dissatisfaction with a range of types of facility: sports and leisure, libraries, museums and galleries and theatres.
- 4.2 A substantial number of respondents were neither satisfied nor dissatisfied. As this question applies to non-users as well as users, the response may reflect perceptions of the facilities as distinct from direct experience of them.

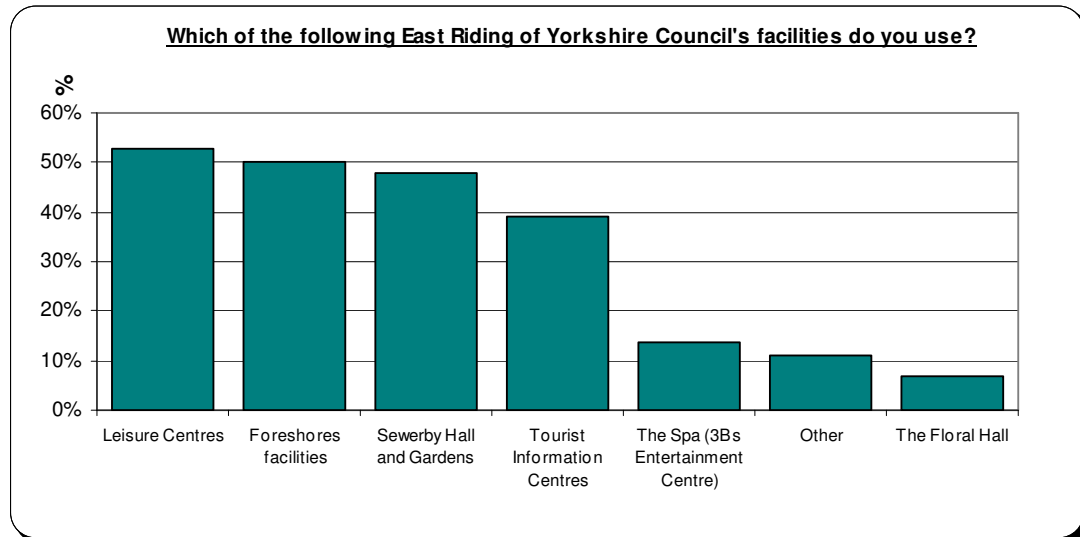


- 4.3 There has been an increase in satisfaction with all facilities compared with the responses from the BVPI survey in 2006:

	BVPI 2006	Household 2007	Difference
Museums and Galleries	37%	46%	+9% 😊
Theatres and Concert Halls	33%	34%	+1% 😊
Sports and Leisure	59%	61%	+2% 😊
Libraries	69%	77%	+8% 😊

### Use of Cultural and Leisure facilities

- 4.4 Around half of respondents stated that they used the following types of facilities: leisure centres; foreshore; and Sewerby Hall and Gardens.



- 4.5 Those aged under 35 years were less likely than older age groups to make use of Sewerby Hall and Gardens and Tourist Information Centres.

- 4.6 Leisure centres were less used by those aged 75 and over.

- 4.7 The main reason for not using the facilities was that they were located too far away : the top 5 reasons were :

- Location too far away 45%
- No need / not interested in this type of activity 23%
- Not my type of activity but could be convinced with a good programme 20%
- Lack of time / too busy 19%
- Difficulty in getting there 19%

- 4.8 Respondents aged 75 years and over found facilities more difficult to access compared with younger age groups.

- 4.9 There was lower awareness of the facilities among younger respondents.

### The use of the web site ([www.eastriding.gov.uk](http://www.eastriding.gov.uk)) to book facilities

- 4.10 Almost 95% of respondents had not used the web site to book facilities.

### Use of East Riding Libraries

- 4.11 Around a fifth of respondents (21%) did not use any of the East Riding Libraries. Among those that did use them, the most likely to be used were :

- Beverley 17%
- Bridlington 12%
- Driffield 6%
- Goole 6%
- Hessle 5%

- 4.12 Almost a fifth of respondents (19%) to the BVPI in 2006 had never used libraries. However, it was not specified whether these were East Riding libraries.
- 4.13 The main reasons for not using libraries were as follows:
- Buy books they need 61%
  - Do not have time 26%
  - The library has nothing to offer 12%
  - More evening opening hours are needed 6%
  - Lack of parking 5%
- 4.14 Respondents aged 25-34 years were more likely to find the opening hours a barrier to using the library, whilst those aged 35-65 years were less likely to have the time.
- 4.15 Wealthy Achievers were more likely to buy the books they need compared with other ACORN groups.

### Reasons for using libraries

- 4.16 The majority of respondents used the libraries to borrow books (81%). Almost half of respondents also use them for reference and information. Around 15% visited to use the free Internet access and 14% to borrow audio-visual items.
- 4.17 Respondents over 45 years were more likely to use libraries for reference and information, whilst those over 75 years of age were less likely to use them for free internet access.
- 4.18 Respondents in the Hard Pressed ACORN group were more likely to use the libraries for free Internet access.

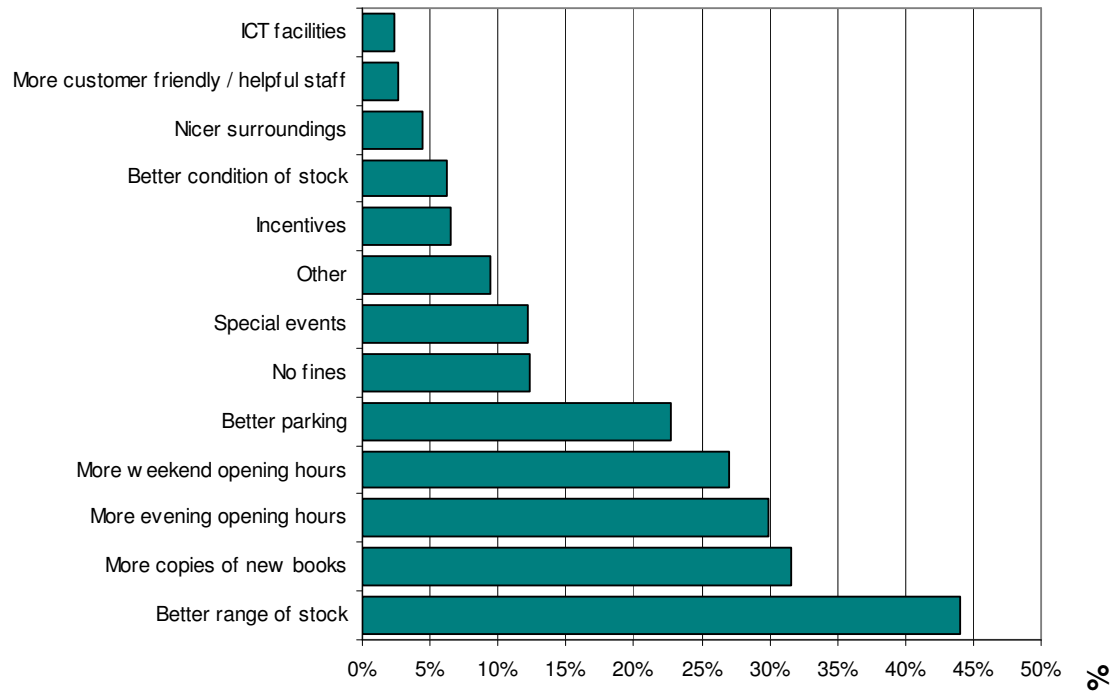
### Have you borrowed one or more items in the last 12 months?

- 4.19 Of those who have used a library for any purpose, almost two-thirds of respondents (64%) had borrowed one or more items in the last 12 months.
- 4.20 Of those respondents who had not borrowed within the previous 12 months, their reasons were as follows:
- Buy books they need 42%
  - Do not have time 29%
  - Lack of parking 13%
  - More evening opening hours are needed 12%
  - Type of stock not suitable 11%
- 4.21 These were very similar reasons to those who had not visited a library in the last 12 months.

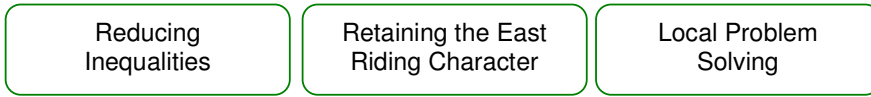
### What would encourage you to borrow more items from libraries or visit libraries more frequently?

- 4.22 Respondents felt that a better range of stock (44%) would provide greatest encouragement in borrowing more items or using libraries more frequently, along with copies of new books (32%).

**What would encourage you to borrow more items from libraries or visit libraries more frequently?**



## 5.0 Sports and Recreation

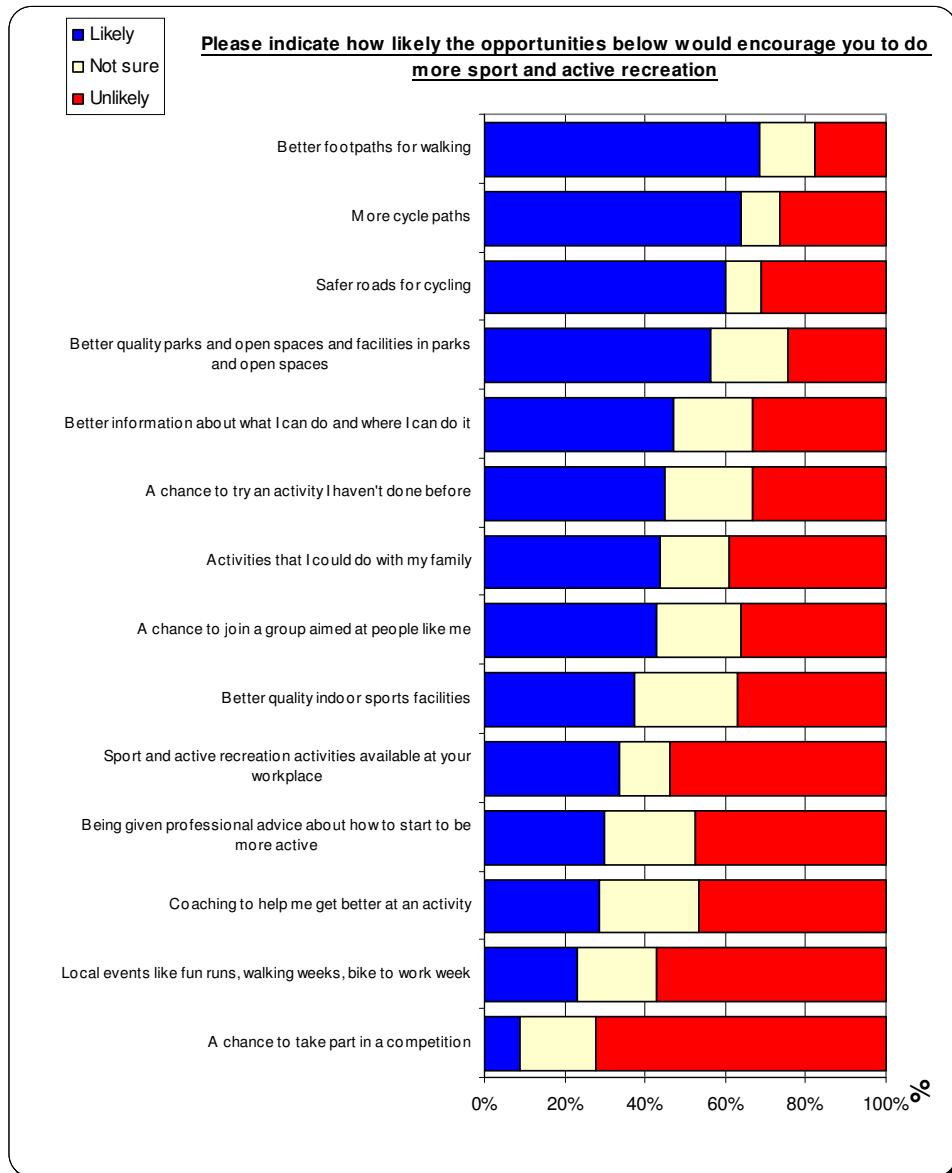


### Barriers to regular sport and recreation

5.1 Almost a third of respondents (32%) felt they were doing enough regular sport and recreation, and the main reasons for not doing more were :

- Haven't got the time 19%
- Too old 17%
- Injury or disability 13%
- Cannot afford it 15%
- Not the sporty type 14%

5.2 A range of options were presented to respondents and they were asked to say how likely each of them were to encourage them to become more involved in sport and recreation.



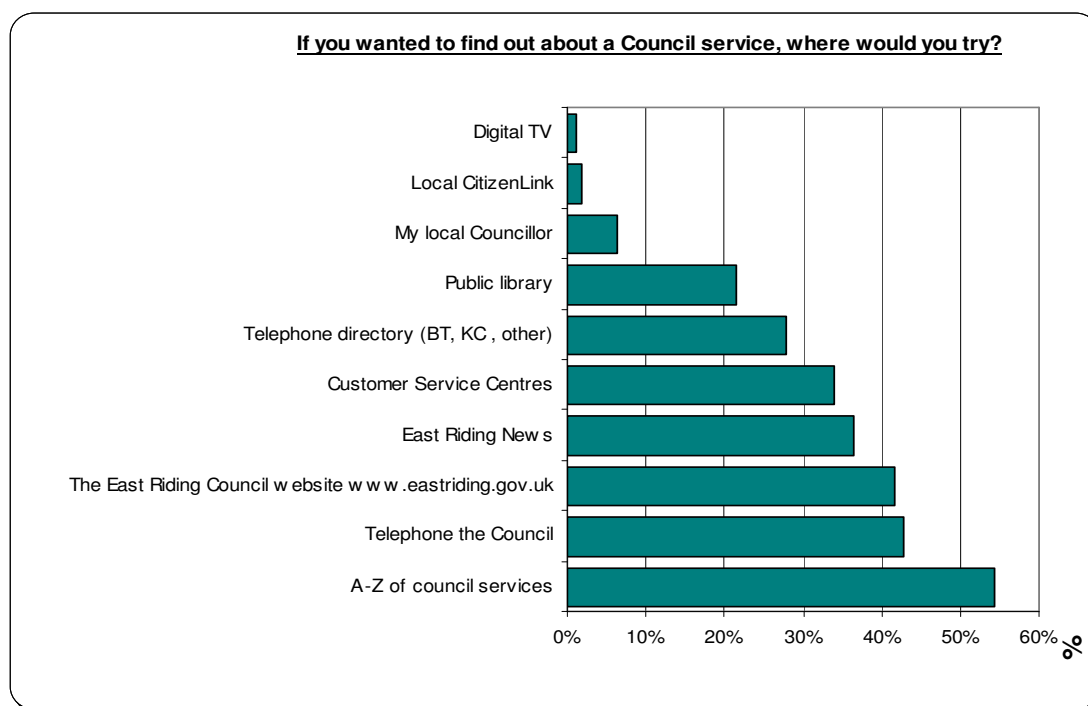
- 5.3 The four things that would help them most to do more sport and active recreation were :
- Better footpaths for walking - almost 70% ;
  - An increase in cycle paths - 64% ;
  - Safer roads - 60% ;
  - Better quality parks - 51%.
- 5.4 Those respondents under the age of 55 years were more likely to find time a restricting factor, whilst those 75 and over felt they were too old.

## 6.0 Communications



### Accessing and obtaining information from the Council

- 6.1 Over half of respondents (54%) stated that they would use the A to Z of council services to find out about a council service, whilst 43% would telephone the Council. While these methods were also found to be the most likely to be used in the 2006 Household Survey, the proportion of those saying that they would use the A to Z has increased by 33%.
- 6.2 There has also been a significant increase in the proportion of people that say that they would use the Council's website - increased by 32% to 41% since the 2006 survey, when it was only 9%.



- 6.3 Respondents from older age groups preferred to find information from the A to Z of council services, ER News, Customer Service Centres, by telephoning the Council and public library. Younger age groups stated a preference for using the website.
- 6.4 Respondents from the Hard Pressed ACORN group were less likely to use the website to find out about a Council service.

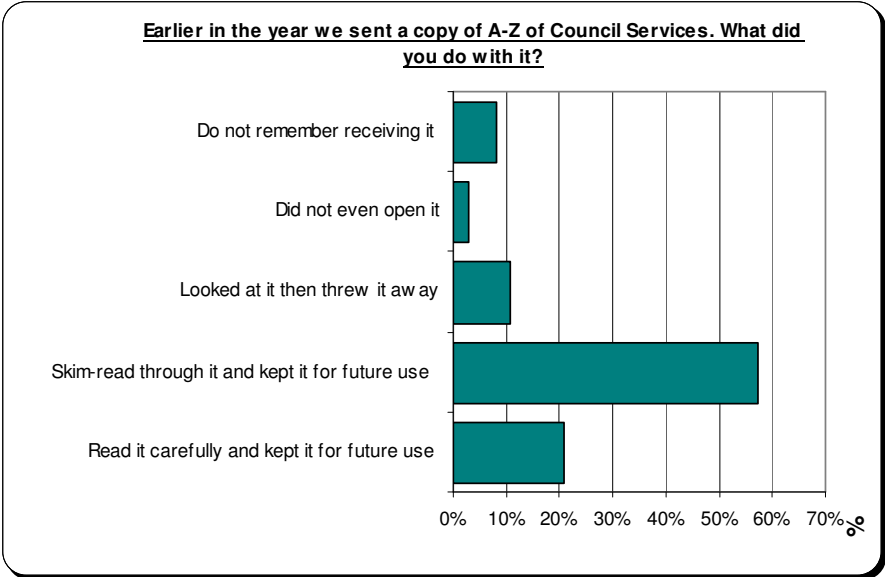
### Preferred contact methods

- 6.5 Almost a third (32%) of respondents preferred to contact the Council or access services directly by telephone. This was followed by face-to-face contact via the Customer Service Centre (26%). A fifth of respondents (20%) preferred to use the East Riding website: and 16% used the Telephone Contact Centre. Only one respondent out of 1436 preferred text messaging.

6.6 Older age groups preferred contact such as Customer Service Centres whilst younger age groups preferred the website.

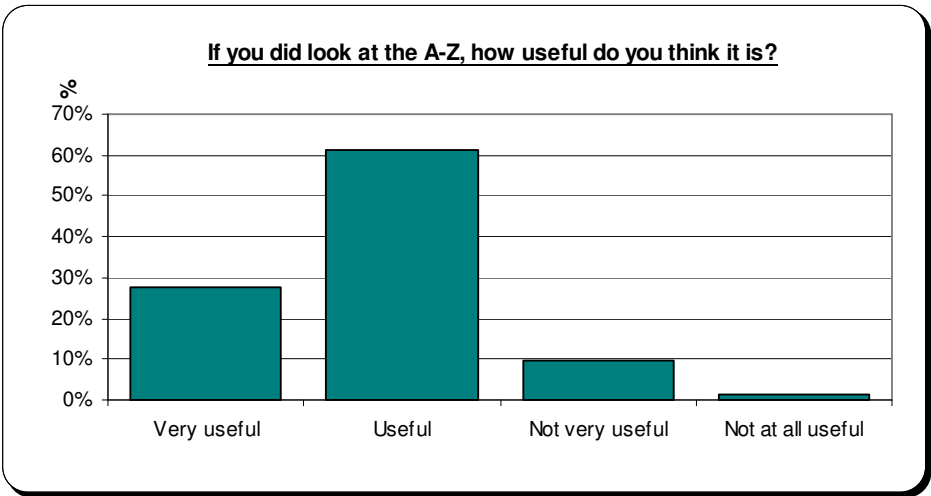
**A to Z of Council Services**

- 6.7 Earlier in the year, households were sent a copy of the A to Z of Council Services. The survey asked what people did with it :
- Around a fifth of respondents (21%) say that they read it carefully and kept it for future use ;
  - Over half (57%) skim-read through it and kept it for future use ;
  - Around a tenth (11%) looked at it then threw it away ;
  - Only 3% said that did not even look at it ;
  - 8% did not remember receiving it.



6.8 Respondents aged 75 and over were more likely to read it thoroughly.

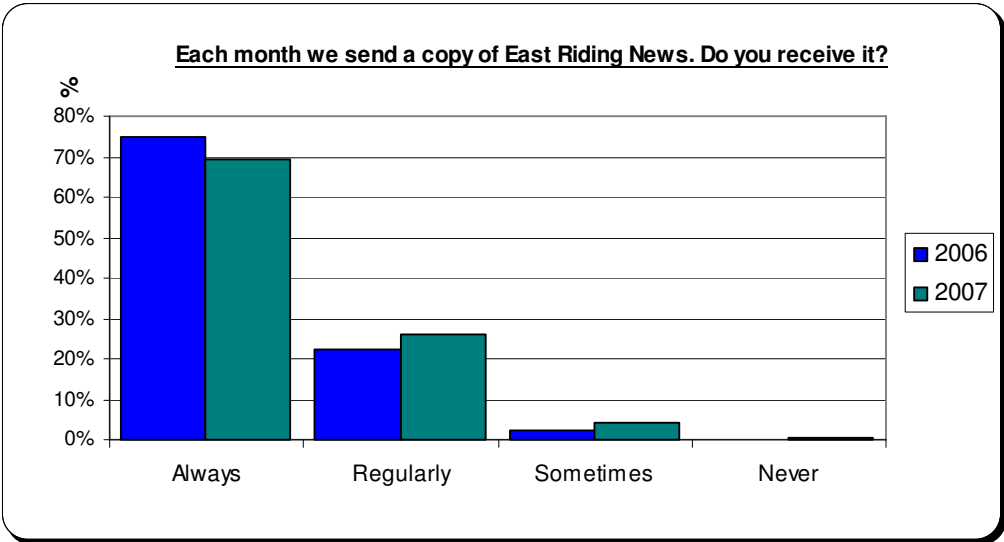
6.9 Of those that looked at the A-Z, the majority of respondents found it useful, with almost 30% finding it very useful. Around a tenth found it not useful, with 1% finding it not at all useful



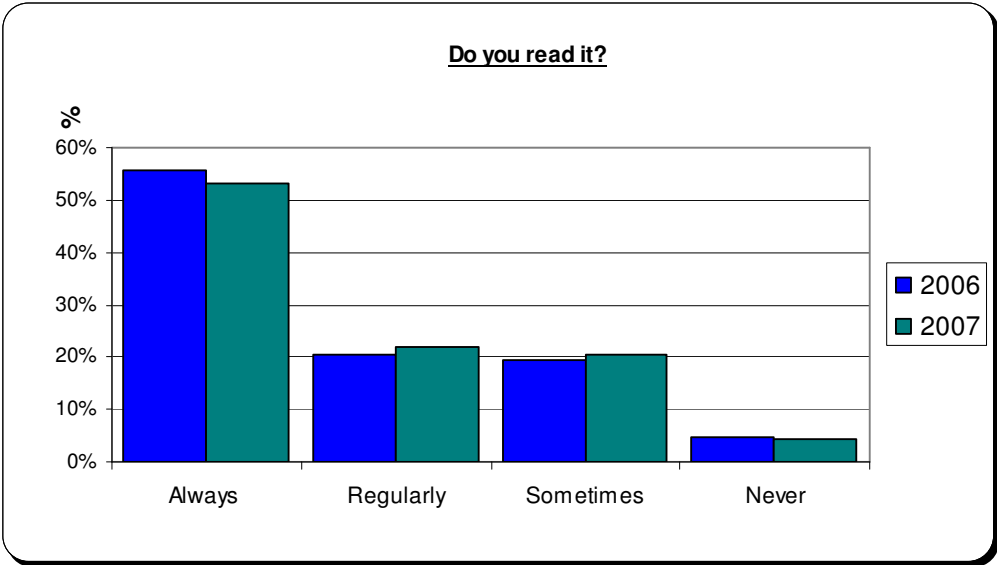
6.10 Older age groups found the A to Z more useful than younger respondents: 81% aged 25-34 finding it useful compared with 97% of over-75 year-olds.

East Riding News

6.11 Each month, all households in the East Riding are sent a copy of the East Riding News. Almost all respondents (99.6%) said that they received copies of the East Riding News, whether always, regularly or sometimes. This was similar to 2006, although there has been a slight decrease in those that say that they 'always' receive the paper.



6.12 Most respondents (96%) say that they read the East Riding News to some extent – fewer than 5% had never read it. The pattern is very similar to 2006, although there has been a slight decrease in those 'always' reading the paper.



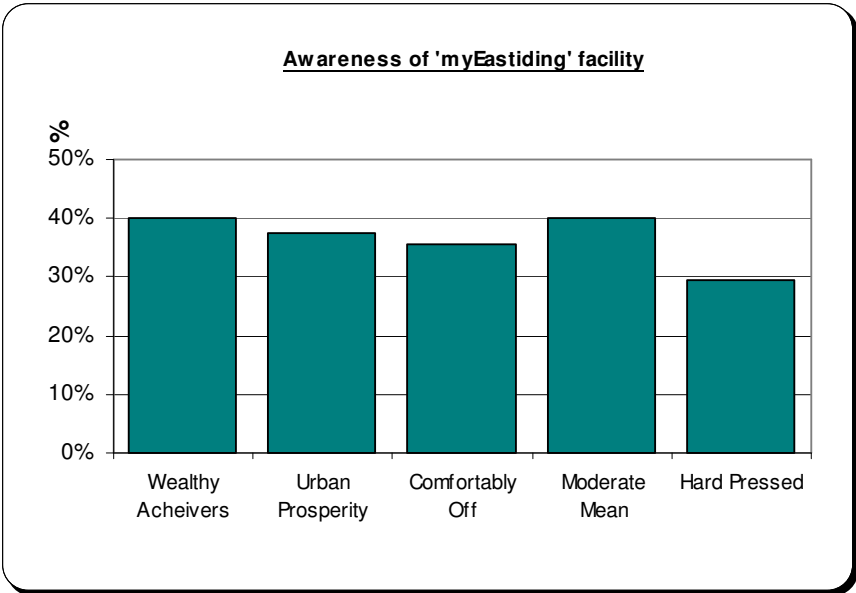
6.13 Older respondents were more likely to always read the ER News: 29% of those aged 25-34 always reading the paper compared with 71% over those over 75 years of age.

Communications

- 6.14 Over a fifth of respondents said that they enjoyed reading the whole paper: only 3% did not like any of it. The percentage of those enjoying the whole paper has slightly increased from 19% in 2006 to 21% in 2007.
- 6.15 Older age groups were more likely to enjoy reading the whole of ER News, 30% of those aged 75 and over indicating this compared to 15% of those 25 to 34 years of age.
- 6.16 Of those households reading East Riding News, one (43%) or two (50%) people within the household read it, which is very similar to in 2006.

**'MyEastRiding'**

- 6.17 'MyEastRiding' is a function available through our website that gives East Riding residents access to online services such as planning applications, booking facilities, local maps and library information.
- 6.18 Of all respondents, 37% said that they were aware of 'MyEastRiding' facility: this is a 3% increase in awareness since 2006.
- 6.19 There was lower awareness amongst the Hard Pressed (30%) compared with other ACORN groups.

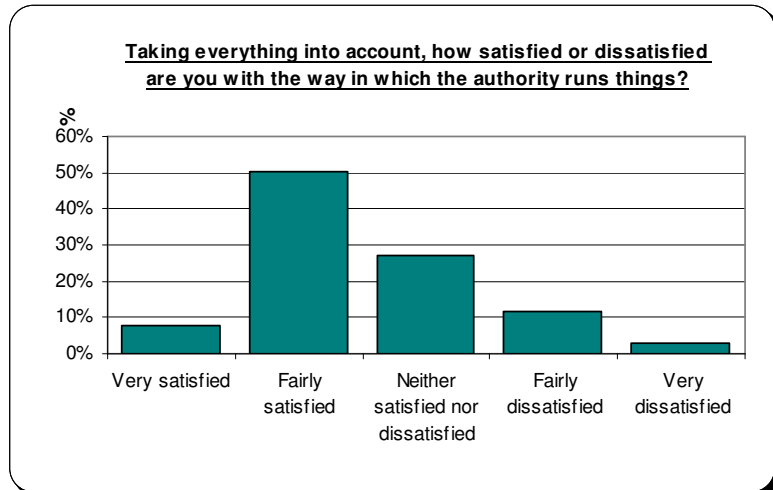


## 7.0 The Council

Local Problem Solving

### Satisfaction with the way authority runs things

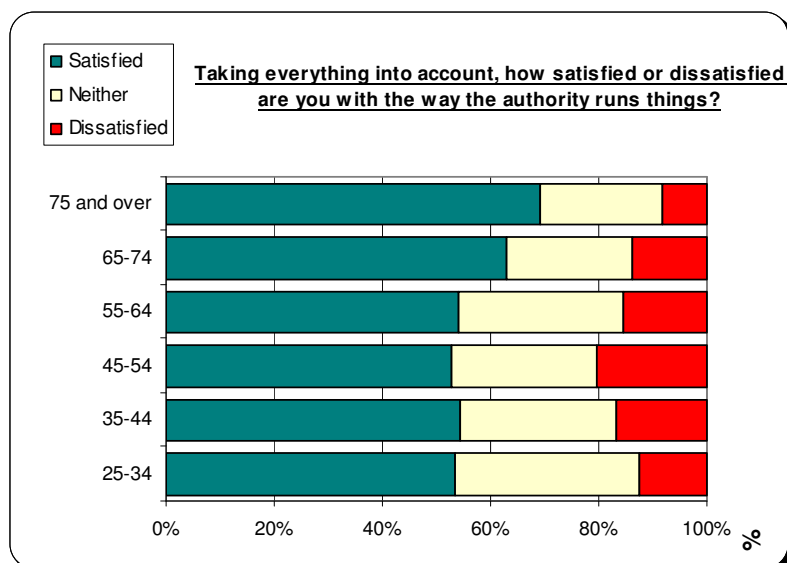
7.1 Overall, 58% of respondents were satisfied with the way the authority runs things whilst 27% were neither satisfied nor dissatisfied: only 15% were dissatisfied.



7.2 This was a slight increase on the 55% satisfaction found in the BVPI survey in 2006.

	BVPI 2006	Household 2007	Difference
Overall satisfaction	55%	58%	+3% 😊

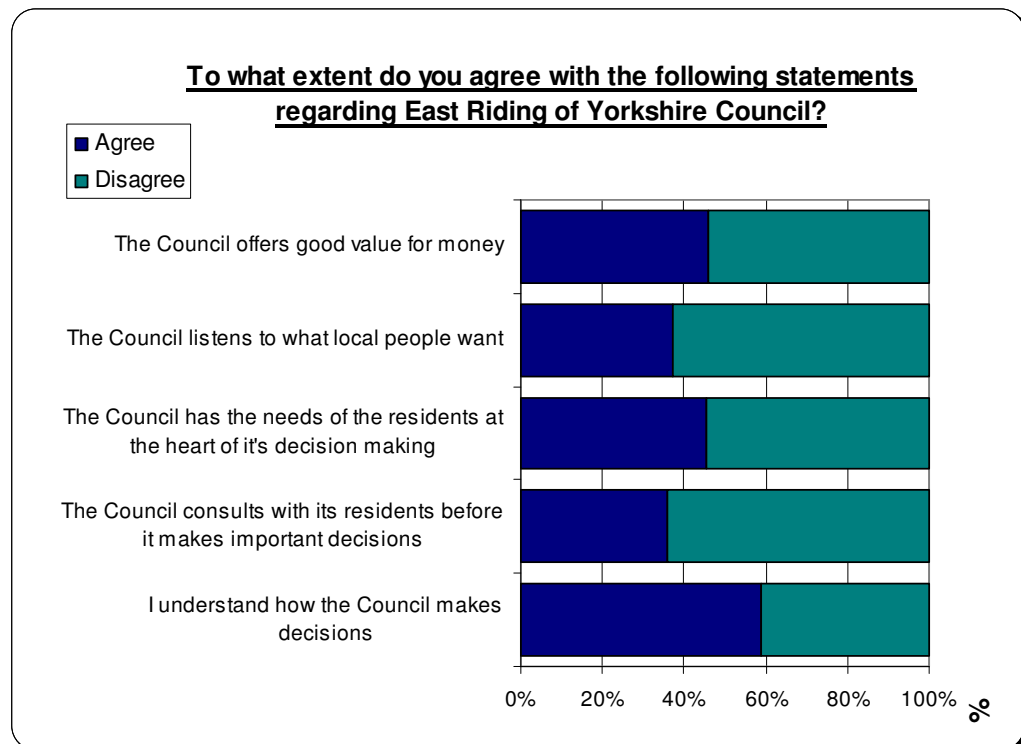
7.3 Satisfaction was greatest amongst those aged 65 and over (66%) compared with those under 65 years of age (54%)



- 7.4 The majority (62%) felt that the way the authority ran things had stayed the same: while 14% felt there had been an improvement, a similar proportion (16%) felt that there had been a decline compared to 12% noting a decline in the 2006 BVPI survey.
- 7.5 Respondents aged 75 and over were a little more likely to perceive an improvement (18%) compared with those under the 75 years-old (13%).
- 7.6 Among those that felt that things had got worse, the following were the key reasons :
- The condition of streets, roads and paths - 19% ;
  - Issues related to the level of the Council Tax, or lack of consultation about what the Council spends money on – 16% ;
  - Complaints not dealt with properly – 14% ;
  - Litter and dog fouling - 12% ;
  - Flooding - 11% ;
  - Money and time wasted – 10%.

### Decision-making and value for money

- 7.7 Respondents were asked to say how much they agreed with a series of statements. There were lower levels of agreements that :
- The Council consults with residents before making important decisions ;
  - The Council listened to what local people wanted ;
  - The needs of residents are at the heart of the Council's decision making processes ;
  - The Council provides value for money.

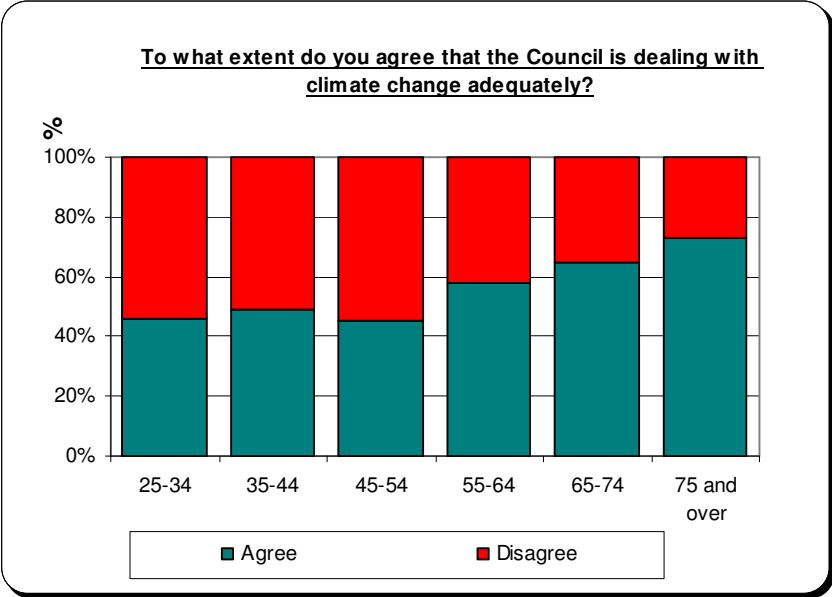


- 7.8 Older people (those over 75) felt far more strongly that they understood how the Council makes decisions (75%), compared with those aged 25-34 (46%).

Climate change

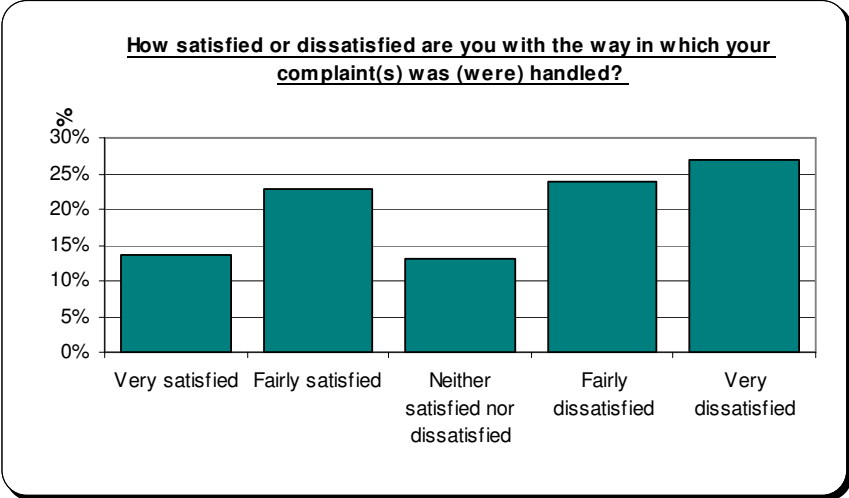
7.9 Over half of respondents (56%) agreed that the Council is dealing with climate change adequately.

7.10 Younger respondents were less likely to agree that the Council is handling climate change well: 54% of respondents aged 25-34 disagreeing that the Council is dealing with the issue adequately compared with 27% of those aged 75 years and over.




Complaints handling

7.11 Around a fifth of respondents (21%) said that they had contacted the authority with a complaint in the previous 12 months. Of these, almost 40% were satisfied with the way in which their complaint was handled: however, almost half were dissatisfied, with 27% being very dissatisfied.

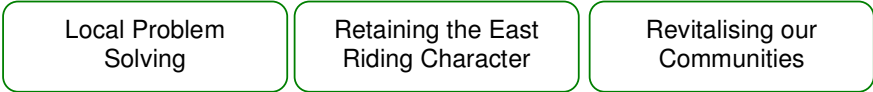


7.12 There has been an increase in satisfaction with complaints handling since the 2006 BVPI survey where 33% were satisfied (NB 28% when weightings were applied by the Audit Commission).

	<b>BVPI 2006 (unweighted)</b>	<b>Household 2007</b>	<b>Difference</b>
Satisfaction with complaints handling	33%	37%	+4% 

7.13 Almost half of those dissatisfied with the way their complaint was handled felt that their complaint was ignored, and over 30% felt that the response was irrelevant, or inadequate. Interestingly, 11% of complainants felt that the way the floods were managed led to dissatisfaction with the way their complaint was handled. Around 8% of dissatisfaction was due to poor communication / time management of the complaint.

8.0 Planning

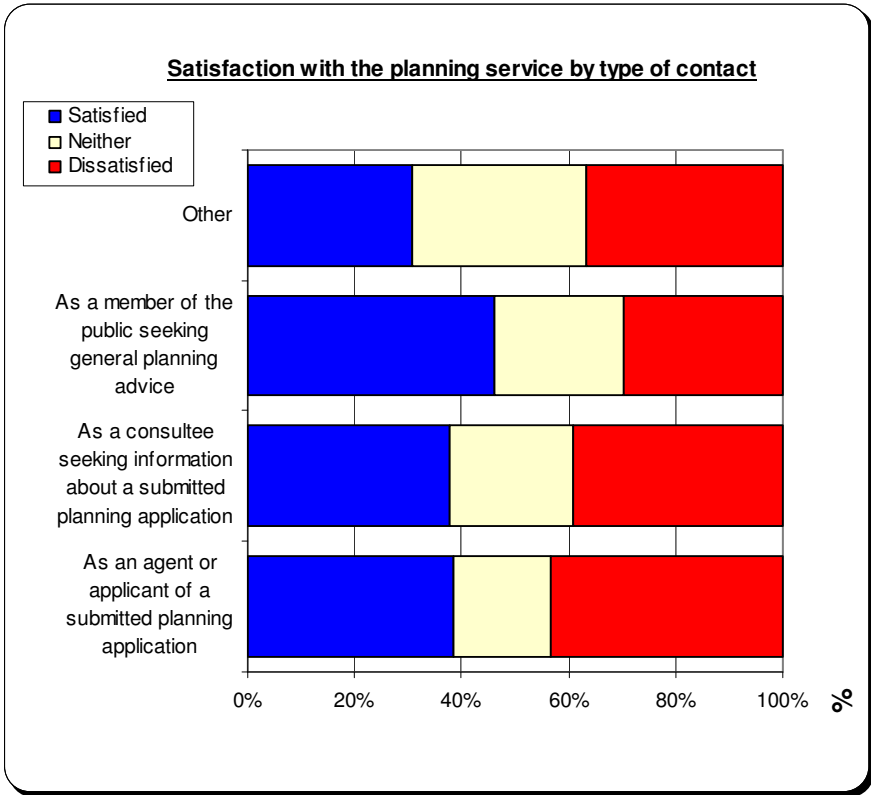


8.1 East Riding of Yorkshire Council’s planning service is delivered through number of specialist teams that include development control, building control and forward planning.

Contact with the planning services

8.2 Almost a fifth of respondents (19%) had contact with the planning service in the previous 12 months. Of these, 39% were satisfied with the service, 37% dissatisfied and 24% were neither satisfied nor dissatisfied.

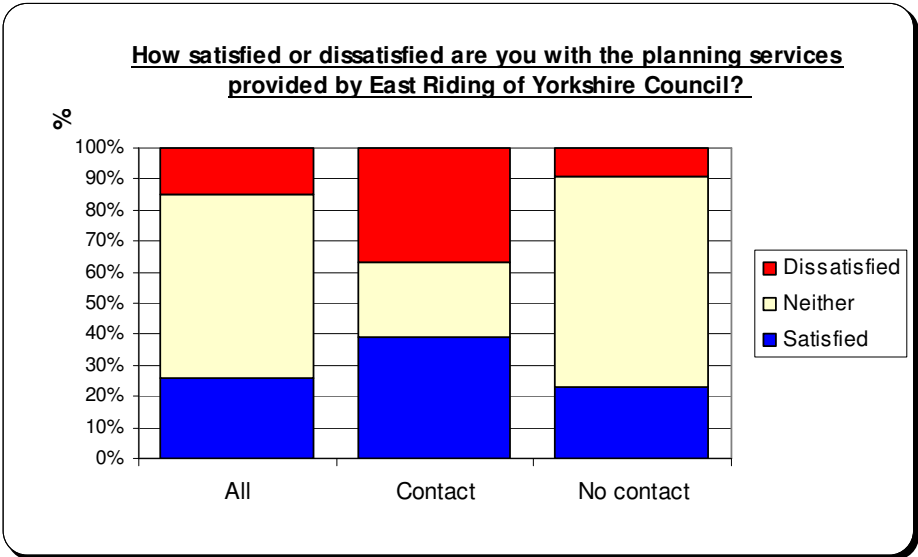
- 8.3 The reasons for contact were fairly evenly split :
- 24% were acting as an agent for a submitted planning application ;
  - 25% as a consultee seeking information about a submitted planning application ;
  - 25% as a member of the public seeking general planning advice ; and
  - 27% in some other capacity, primarily objections to a planning application (35%), requesting information (20%), or through work (19%).



8.4 Members of the public seeking general planning advice were more likely to feel that they had received a satisfactory service.

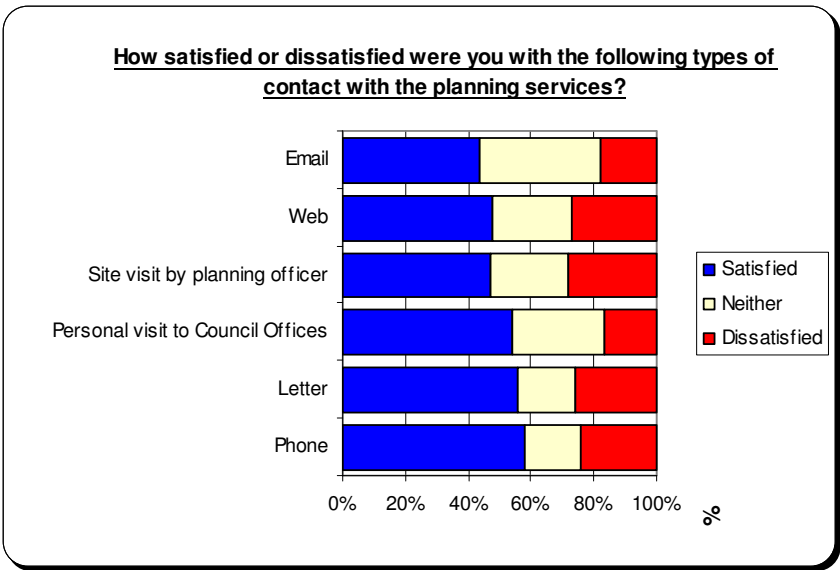
Satisfaction with the planning services

8.5 While a quarter of respondents felt satisfied with the planning services provided by East Riding of Yorkshire Council, a far greater proportion (60%) felt were neither satisfied nor dissatisfied. However, it must be remembered that four out of five respondents had not had direct contact, so they are expressing views about their perception of the service, as distinct from their experience of it. Satisfaction is greater among those that had contact with the planning service in the previous 12 months compared with those who had not.



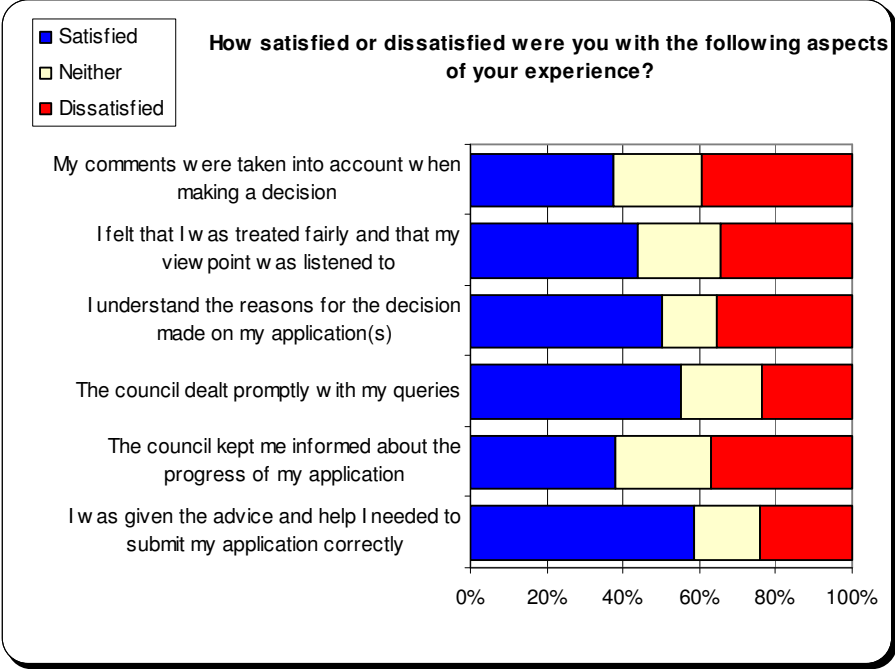
8.6 Satisfaction was greatest amongst those who had contacted the planning services via phone (58%) or by letter (56%). There was lower satisfaction among those that made contact via email (44%).

8.7 Dissatisfaction was lowest among those that had visited Council offices with their enquiry.



Note: %-ages exclude those stating "not applicable"

- 8.8 Respondents were asked to rate their level of satisfaction with a number of aspects of the experience they had with planning service :
- Advice and help given to submit the application - 59% ;
  - Query dealt with promptly - 55% ;
  - Understood reasons for the decisions made on the application - 50%.



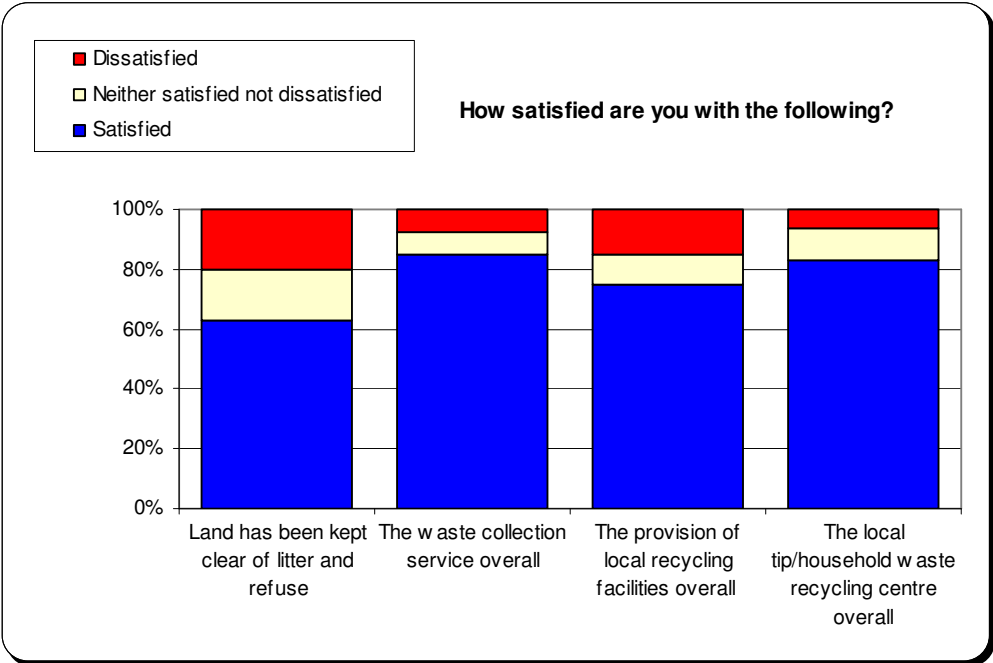
9.0 Waste and Recycling



- 9.1 East Riding of Yorkshire Council provides a range of facilities and services for waste and recycling, such as :
- Keeping open public land clear of litter and refuse ;
  - Weekly collection of general household waste ;
  - A range of local recycling facilities that are not collection-based such as bottle banks in supermarkets and other car parks ;
  - Sites for the disposal and/or recycling of bulky household waste (the local 'tip' or 'household waste recycling centre).





Satisfaction with waste and recycling services

9.2 Satisfaction with the waste collection service overall (85%) and the local tip / household waste site (83%) was high. Three-quarters of respondents (75%) were satisfied with the provision of local recycling facilities overall, and 63% were satisfied with the way the land has been kept clear of litter and refuse.

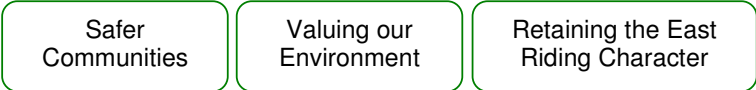


Waste and Recycling

9.3 There have been slight declines in satisfaction with aspects of waste and recycling compared to the BVPI 2006 survey:

	BVPI 2006	Household 2007	Difference
Land kept clear of litter and refuse	72%	63%	-9% 
Waste collection	89%	85%	-4% 
Local recycling facilities	77%	75%	-2% 
Local tip / household waste recycling centre	90%	83%	-7% 

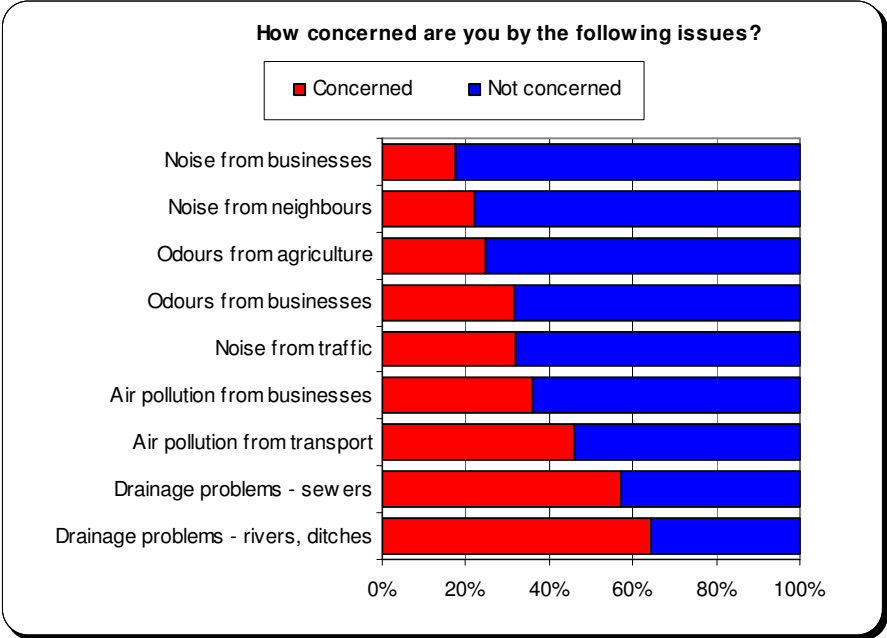
10.0 Public Protection



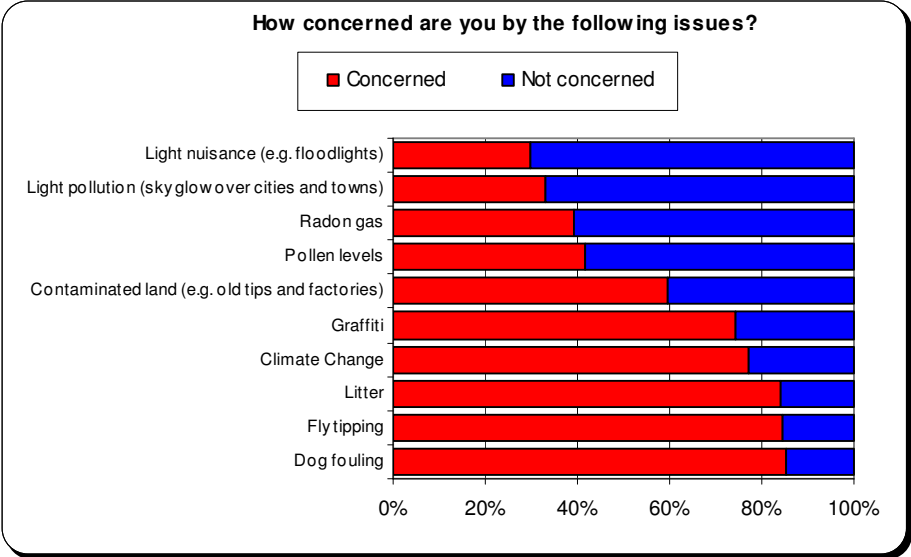
10.1 East Riding of Yorkshire Council is responsible for a range of public protection services provided to the public. We are trying to identify which issues are of most concern to people in different parts of the East Riding.

Concerns about Public Protection issues

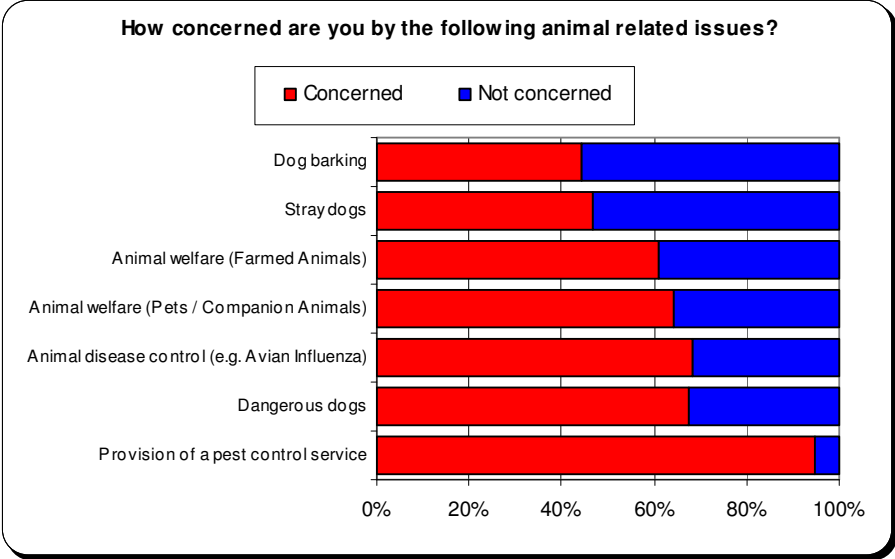
10.2 The greatest level of concern related to drainage problems, with 65% of respondents being concerned about rivers and ditches and 57% with sewers. This is perhaps not surprising following the impact of the June floods.



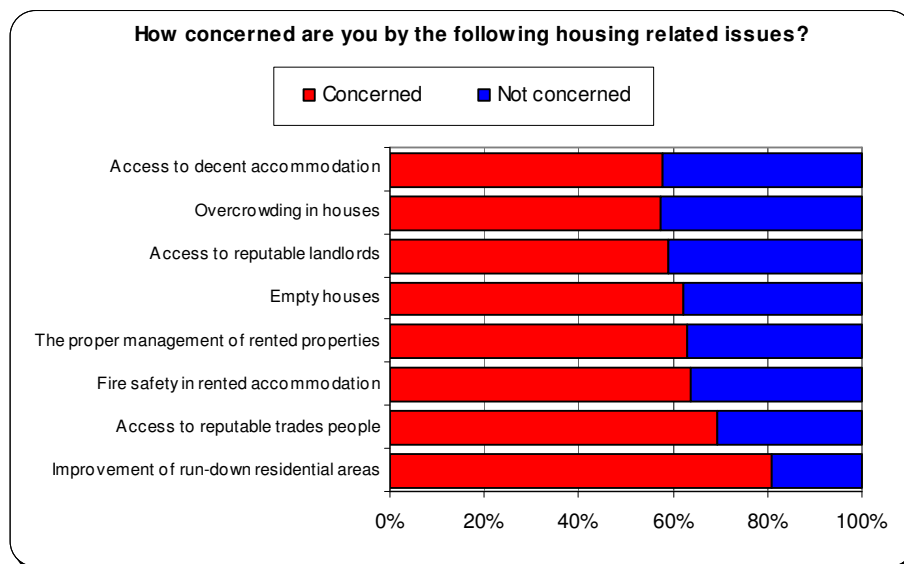
10.3 Dog fouling, fly-tipping and litter were concerns to around 85% of respondents. Climate change (77%) and graffiti (74%) were also seen as a concern for respondents. Over half of respondents were concerned about contaminated land.



10.4 Respondents were asked to think about a number of animal-related issues. There were lower levels of concern for dog barking (44%) and stray dogs (47%) compared with other issues, with almost 70% being concerned about dangerous dogs and animal disease control.



- 10.5 Respondents were asked to think about a number of housing-related issues. Over 80% of respondents were concerned with the improvement of run-down residential areas. All of these housing issues were a concern for well over half of respondents. Access to decent accommodation was less of a concern for respondents over 75 years.



### Environmental issues

- 10.6 Respondents were asked to think about whether there were any environmental issues that were a concern to them. Of those responding to this question, almost 30% of respondents felt that recycling facilities should be improved, whilst 17% felt that less pollution and an improved environment overall was important. Around 15% of respondents felt that drain maintenance and flood prevention was important – this might be lower than expected following the June floods. The condition of roads, paths, and verges were highlighted as important (8%) as well as anti-social behaviour (7%).

### Food hygiene and standards

- 10.7 The survey asked how interested people would be as a consumer, if the Council were to adopt a scheme whereby outcomes of food hygiene enforcement inspections were made available to residents by posting on the Council's web site and displaying in food premises. Almost three-quarters of respondents (74%) would be interested in the availability of food hygiene enforcement outcomes being displayed on the website and in food premises.
- 10.8 The survey asked how often people would like food premises in the East Riding to be visited to ensure compliance with the legal standards and that good practices are observed. Over a fifth of respondents (21%) felt that food premises should be visited more frequently than every 3 months, with 35% feeling every 3 months and 30% every 6 months was adequate. Fewer than 1% felt that premises should be visited less often than every 12 months.
- 10.9 The survey asked what additional information should be made available to consumers to enable them to make more informed choices about the food they buy and the businesses they buy from. There were a range of responses :
- Almost a quarter of respondents (24%) felt that notifying customers of the origins of the food, and the processes and dates involved would enable them to make more informed choices about the food they buy and the businesses they buy from ;

- A fifth (20%) felt a rating system for hygiene, that outlets must make visible to customers, should be adopted ;
  - 15% suggested that information on premises passing and failing such inspection should be published ;
  - A tenth (10%) welcomed more information and greater promotion of local produce ;
  - A further 10% felt that clearer and precise labelling on ingredients and nutritional information etc. would be appreciated.
- 10.10 The survey asked what concerns there were about safety and standards of food that was bought. Almost three quarters (74%) of respondents were concerned about food poisoning from bought food, and 67% felt that properly labelled food (such as nutritional information and ingredients) was important. In addition, 60% were concerned with foreign bodies (such as insects) in food and 36% with pricing information.

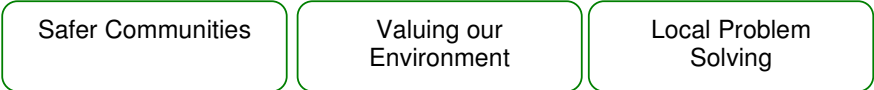
### Priorities for local Trading Standards Service

- 10.11 A recent Government report stated that local residents should determine the priorities of their local Trading Standards Service, so the survey asked for respondents' priorities.
- 10.12 Over half of respondents (53%) felt that fair-trading (enforcing laws relating to descriptions applied to goods, doorstep crime & rogue traders), was the main priority. Almost a quarter (24%) felt that product safety was the priority, ensuring that consumer products are safe to use. Underage sales of certain products were a priority for 14% of respondents; ensuring price indications were truthful for 7%, and consumer credit for 3%.

### 'No Cold-Calling Zones'

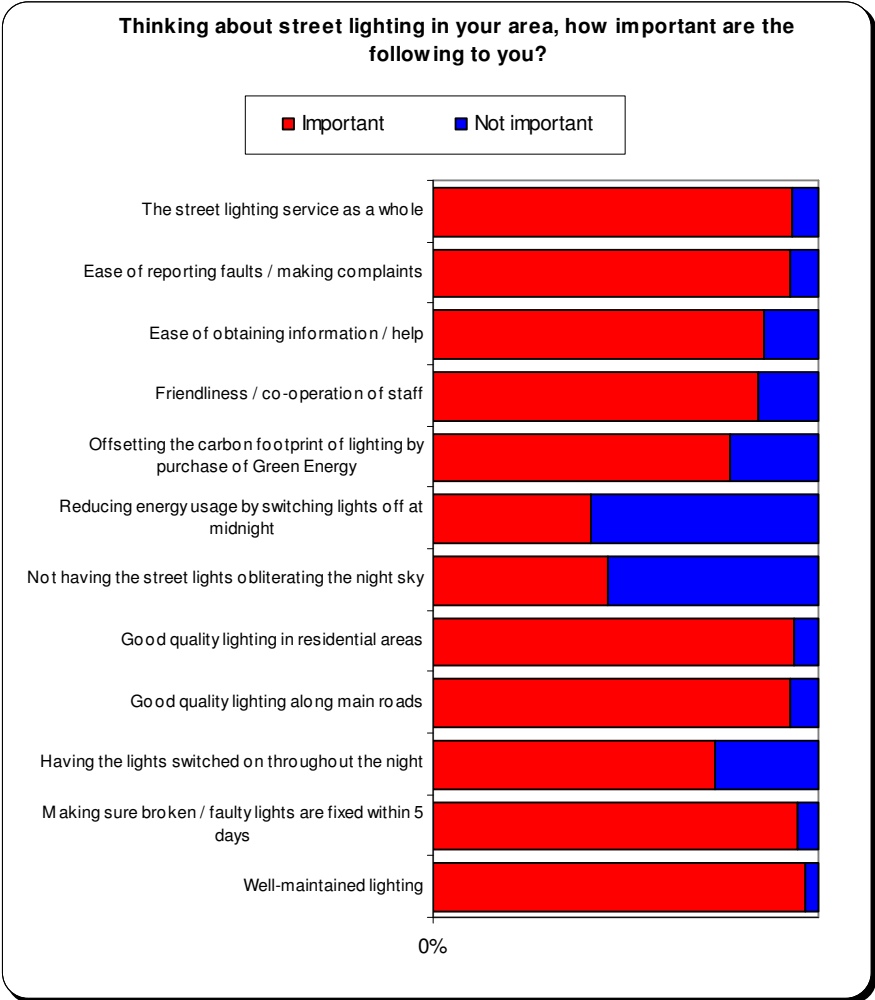
- 10.13 Trading Standards have set up 'No Cold-Calling Zones' in some parts of the East Riding of Yorkshire – in these areas, traders of all types are asked not to call at people's homes. The majority of respondents felt that these were a positive idea, and 74% thought them an 'excellent' idea. Fewer than 2% felt that it was a bad idea.
- 10.14 The majority (79%) felt that 'No Cold-Calling Zones' were a positive idea, as they simply did not want traders calling at their door. In addition, 12% felt that it would help reduce crime in the area whilst 9% felt it would help reduce personal fear of crime.

11.0 Streetscene



Street Lighting in your area

- 11.1 The survey asked a number of questions about the importance of a range of street lighting issues.
- 11.2 Respondents felt that the majority were important, but they did not agree strongly that obliterating the night sky was a concern to them (only 46% felt it important), nor were they particularly concerned about reducing energy usage by switching lights off at midnight (only 41% felt it important).



- 11.3 Well-maintained streetlights and making sure that broken / faulty lights were fixed within 5 days were felt to be significantly more important.
- 11.4 Older respondents (those 75 and over) were more concerned to ensure that lights were kept on throughout the night than younger people.

**Perceptions of service**

- 11.5 The survey asked people to judge how well the Council was performing on a number of key areas (see graph).
- 11.6 Each of the areas scored well, and there were no significant areas of concern. The strongest was that street light 'spill' obliterated the night sky; however, only 13% of respondents felt that the Council was 'poor' in this regard.
- 11.7 Younger people were more likely than older people to think that offsetting the carbon footprint of lighting by purchase of Green Energy was important (81% of 25–34 year-olds compared with 61% of those 75 and over).

12.0 Public Transport



12.1 East Riding of Yorkshire Council produces a range of information about local transport services: timetables; bus and train leaflets; and a comprehensive public transport guide covering bus, rail, taxi, and community transport that is published twice a year. The authority also has a role in ensuring that the information produced by private transport companies for local services is of the standard required.

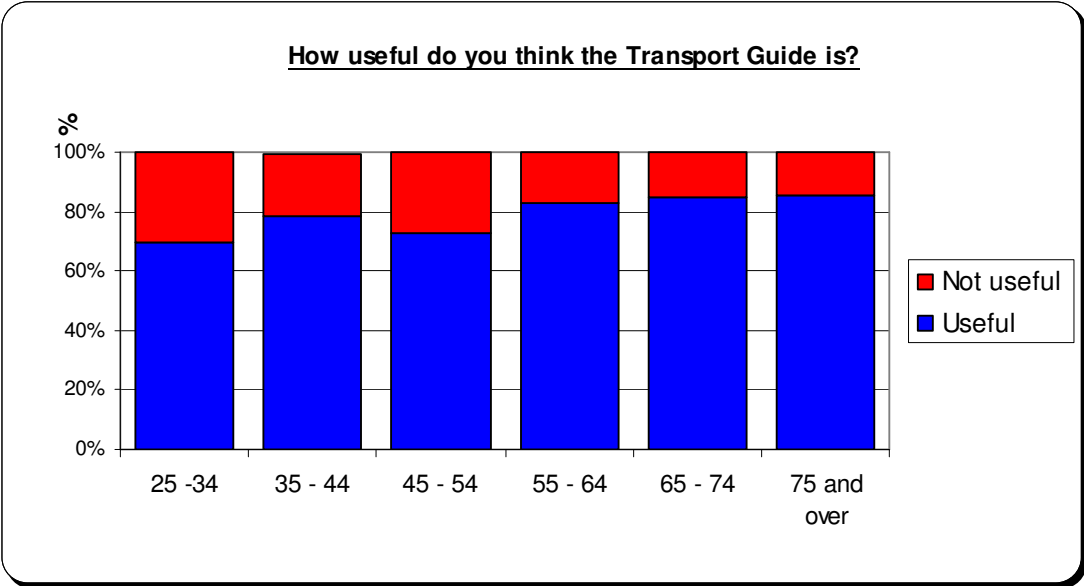
12.2 In December 2006 every household in the East Riding was sent a copy of the East Riding Public Transport Guide. It contains bus and train timetables, details on community transport and taxi services. It is intended for people to keep and use for reference when they need information on public transport.

Local transport services information

12.3 Half of respondents did not recall having received or seen any information on local transport services in the previous year.

12.4 While almost half of respondents (45%) remembered receiving the East Riding Public Transport Guide, almost the same proportion did not.

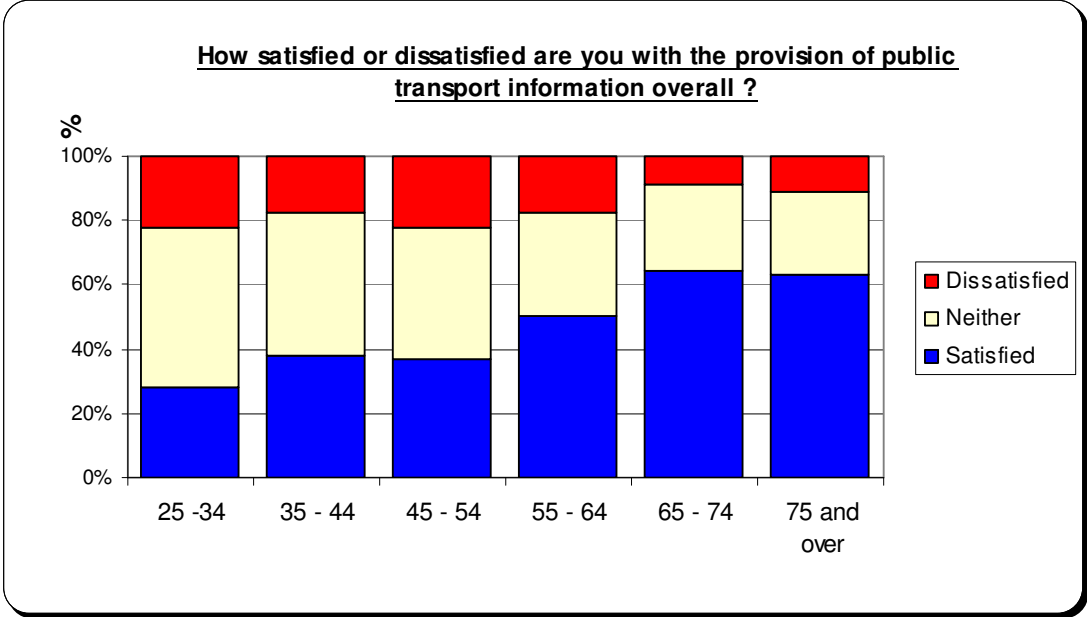
12.5 The majority of respondents (80%) found the Transport Guide useful, and a third found it very useful. Only one in five felt that it was not useful.




12.6 Older respondents found the guide more useful than younger age groups.

**Satisfaction with the provision of public transport information**

12.7 Almost half of respondents (48%) were satisfied with the provision of transport information overall, with over one in ten very satisfied. With a further one in three not expressing any particular view, there was a low level of dissatisfaction – only one in six.




	BVPI 2006	Household 2007	Difference
Provision of public transport information	57%	48%	-9% 

12.8 Satisfaction was greater amongst older age groups.

**Use of the local bus service**

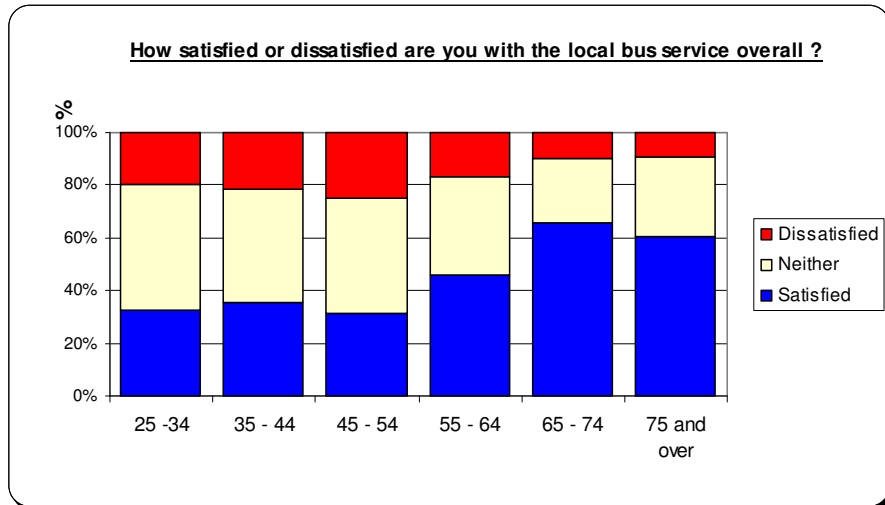
12.9 Almost half of respondents (48%) said that they had used the local bus service in the previous 12 months compared to 50% of BVPI survey respondents in 2006.

	BVPI 2006	Household 2007	Difference
Use of local bus service	50%	48%	-2% 

12.10 Respondents aged 65 –74 years were almost twice as likely to have used bus services (60%) compared with 25-34 year olds (33%).

**Satisfaction with the local bus service overall**

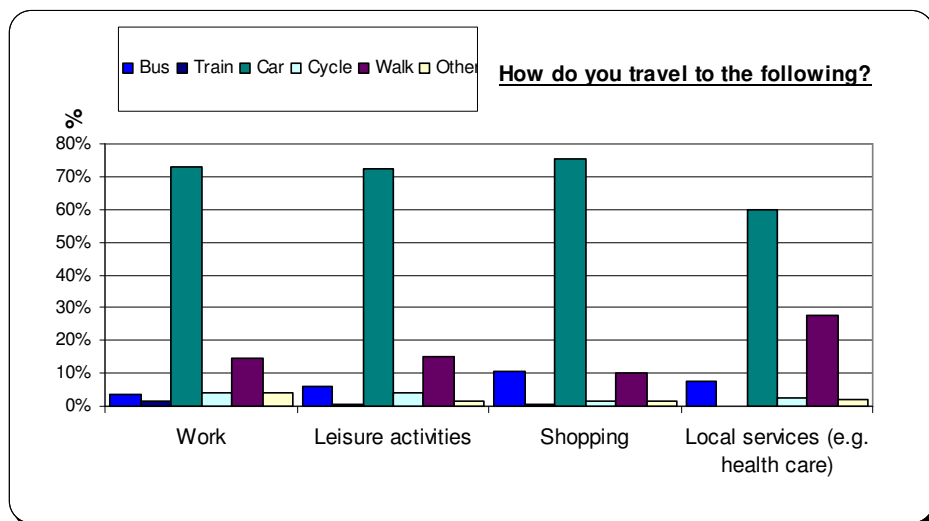
12.11 Almost half of respondents (46%) were satisfied with service overall, compared to 57% of 2006 BVPI survey respondents. Less than a fifth (17%) were dissatisfied. Satisfaction was greatest among older respondents.



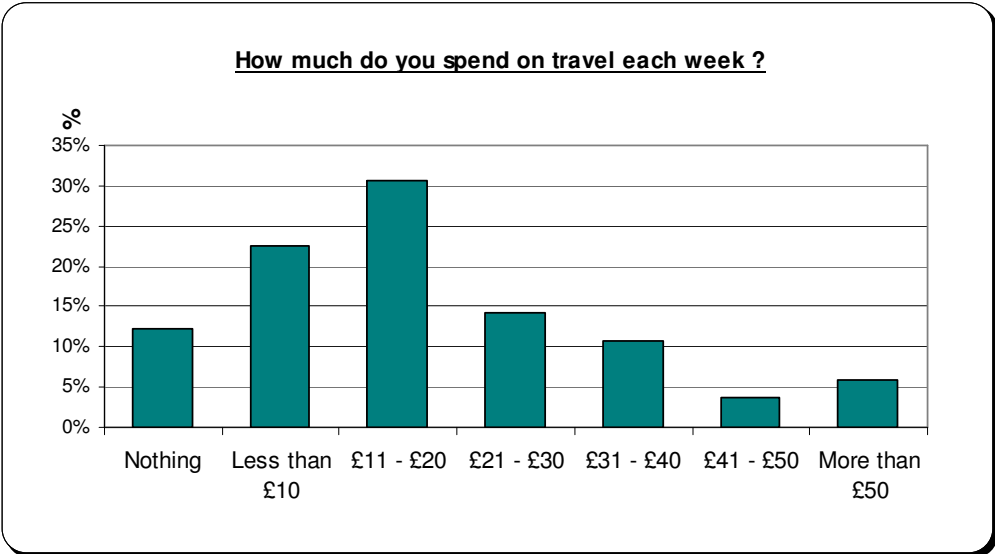
	BVPI 2006	Household 2007	Difference
Satisfaction with the local bus service	57%	46%	-11% 😞

**Travelling around the East Riding**

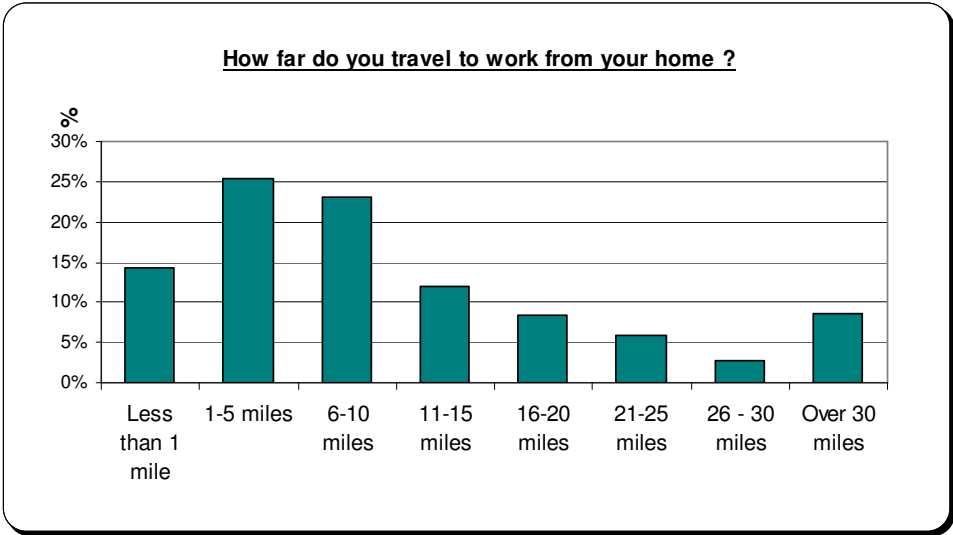
12.12 The car was the most used mode of transport for travelling to all destinations: work, leisure activities, shopping and local services. However, respondents said that were more likely to walk to local services such as health care. People are also slightly more likely to use the bus for access to shopping, than other activities.



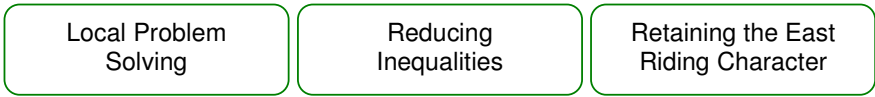
12.13 Respondents were most likely to spend between £11 and £20 on travel in general each week. Respondents over 65 years of age were more likely to spend nothing on travel.



12.14 Almost half of all respondents travel up to 10 miles from home to work – a little over half of these travel 5 miles or less. Almost 10% travelled over 30 miles to work.



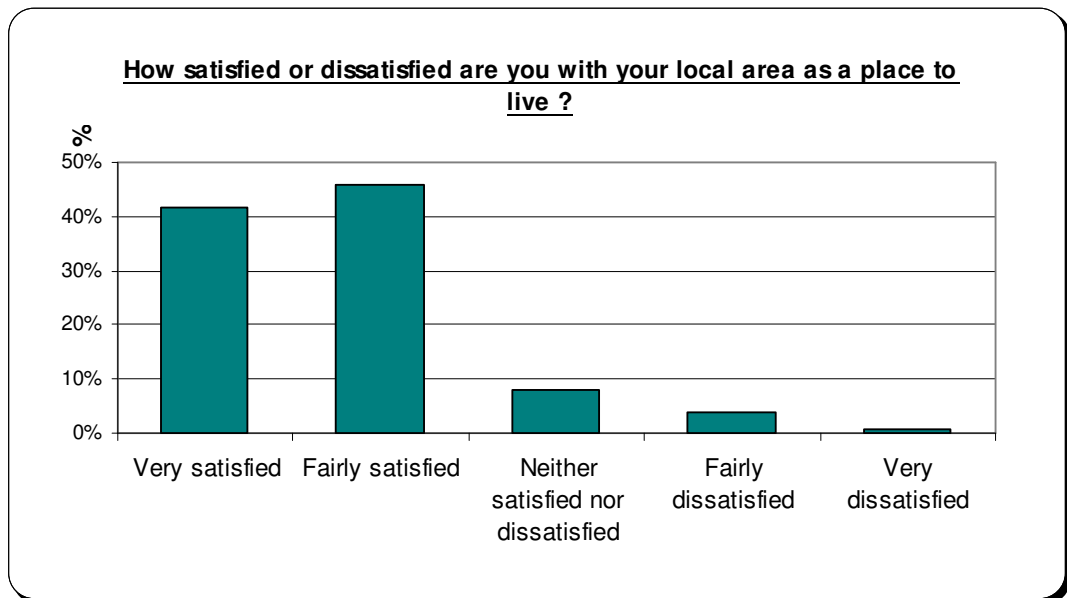
### 13.0 Community Involvement




13.1 A community can be defined as an area with a physical boundary, such as neighbourhoods or housing estates. They can also be defined by a group with a common interest or belief, such as religious groups, or by a common demographic characteristic, such as young people and ethnic minorities.

#### Satisfaction with the local area as a place to live

13.2 Almost 90% of respondents were satisfied with their local area as a place to live, with 42% being very satisfied, and fewer than 5% dissatisfied. This is 9% increase in satisfaction since the 2006 BVPI survey.



	BVPI 2006	Household 2007	Difference
Satisfaction with your local area	81%	90%	+9% 

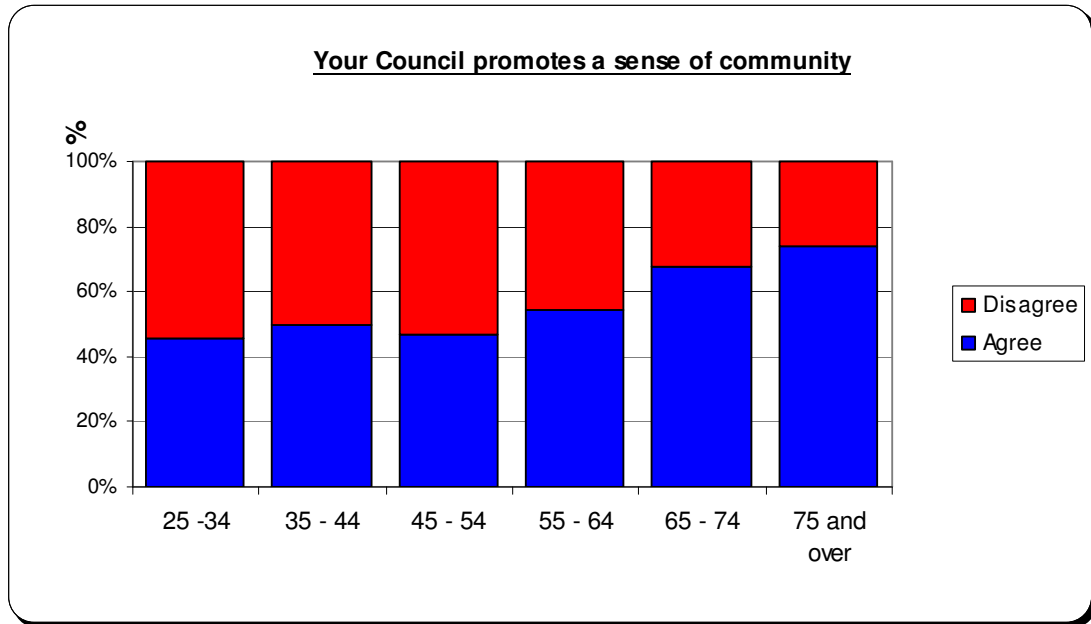
#### Voluntary work

13.3 Almost 40% of respondents had undertaken some form of voluntary work in the previous 12 months, with 14% doing so at least 2 hours per week. This has declined slightly since 2006, where 46% stated that they had undertaken voluntary work.

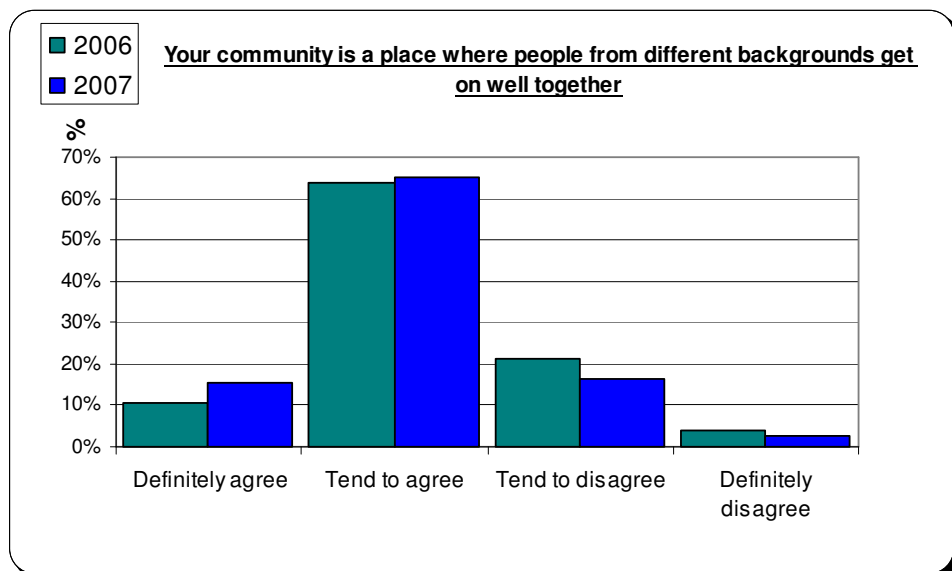
**Sense of community**

13.4 Over half of respondents (57%) agreed that their Council promoted a sense of community, with 36% tending to disagree and 8% definitely disagreeing.

13.5 There was a marked difference in the views of older respondents, who are significantly more likely to agree than younger respondents.



13.6 Around 80% of respondents felt that their community was a place where people from different backgrounds got on well together, an increase of 5% on 2006 responses. This is an increase from the 2006 BVPI survey where 61% agreed.



Community Involvement

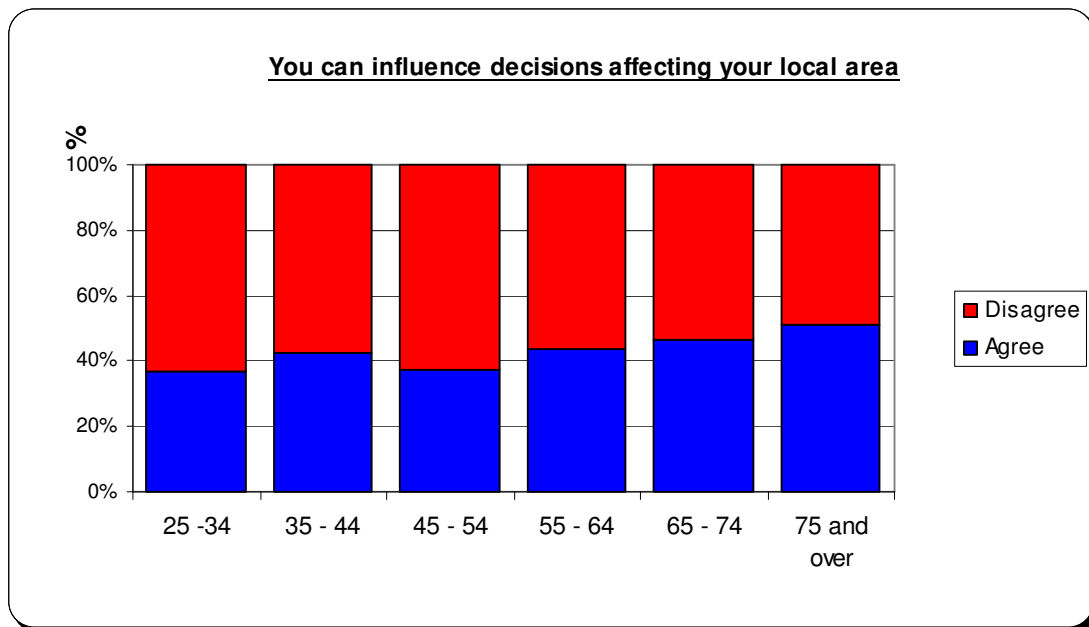
	BVPI 2006	Household 2007	Difference
Community is a place where people from different backgrounds get on well together	61%	80%	+19% 😊

Influencing decisions

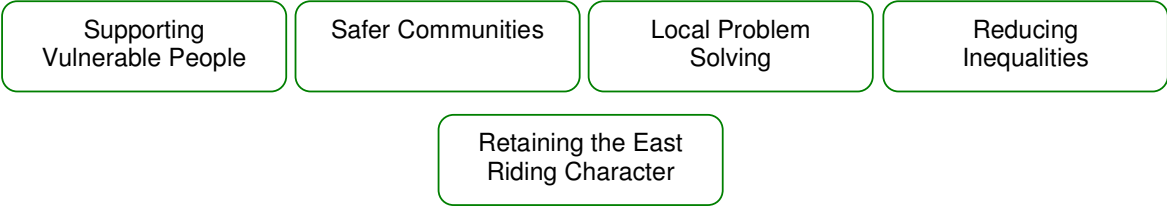
13.7 Fewer than half of respondents (43%) felt that they could influence decisions affecting their local area, with a 45% tending to disagree and 15% definitely disagreeing. This is an increase on the 2006 BVPI response, which received 37% agreement.

	BVPI 2006	Household 2007	Difference
Influence decisions affecting the local area	37%	43%	+6% 😊

13.8 Older respondents were slightly more likely to agree than younger respondents were.

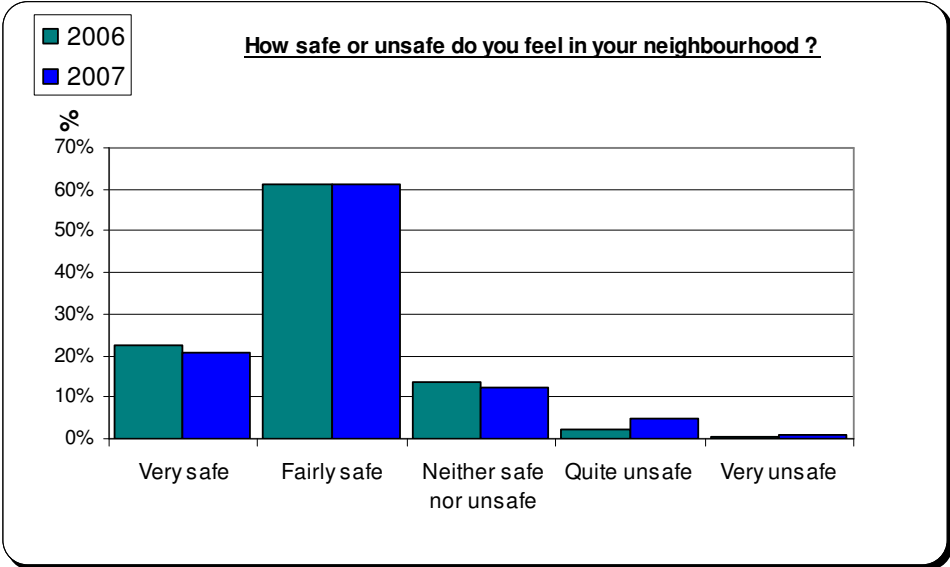


14.0 Crime and Safety



Safety in the neighbourhood

14.1 The majority of respondents felt safe in their neighbourhood: one in five felt very safe, and fewer than 6% felt unsafe. Overall feelings of safety have not changed markedly since 2006.



Safety in the home

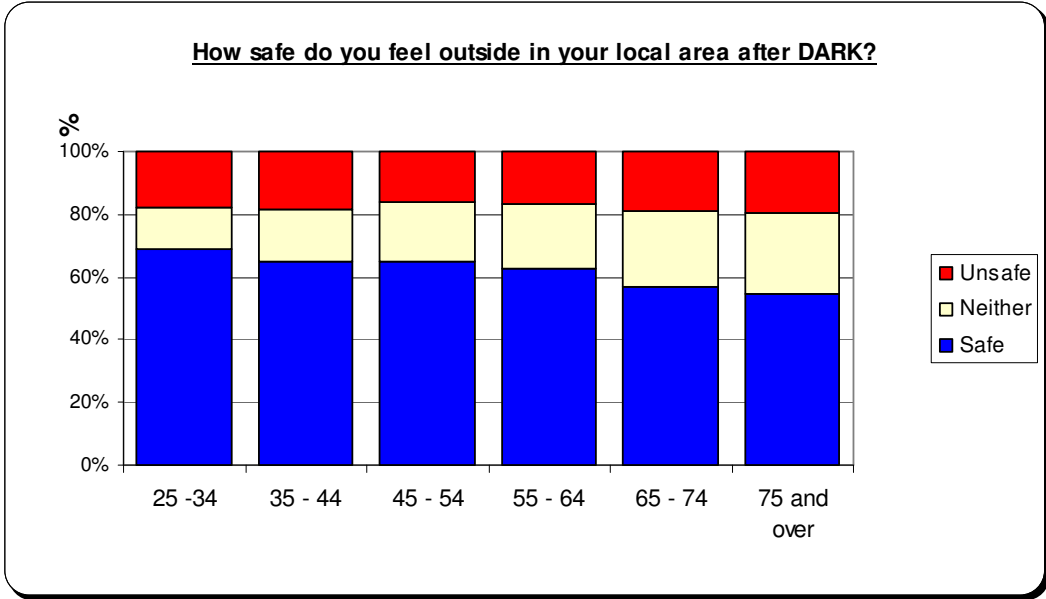
14.2 Almost all respondents (97%) felt safe in their home during the day. Fewer respondents felt safe in their home after dark, yet this was still a high proportion feeling safe (92%).

Safety in the local area

14.3 While over 90% felt safe in their local area during the day, a much lower proportion (62%) feel safe after dark.

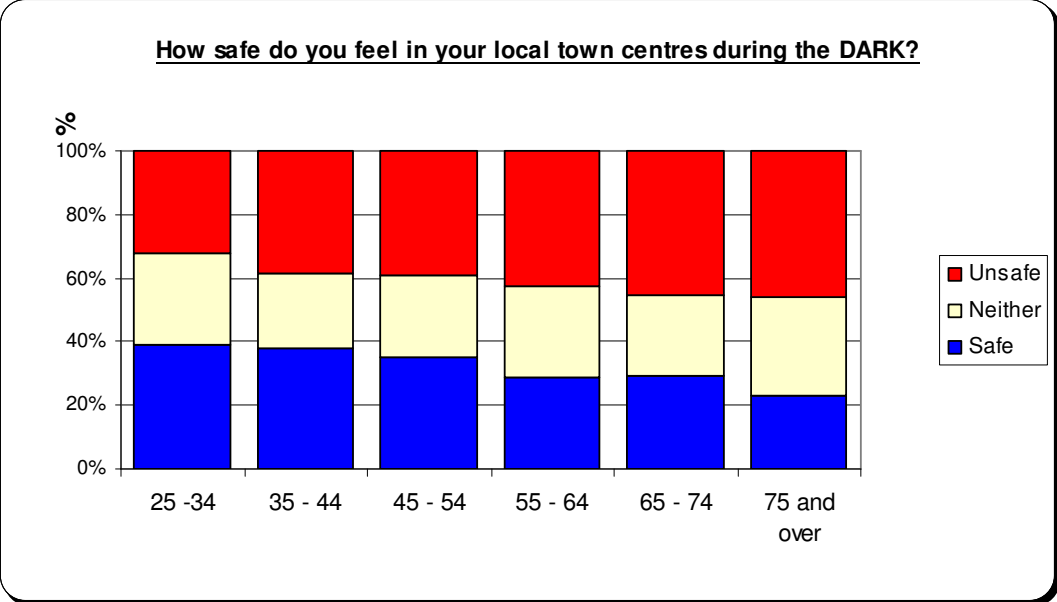
Crime and Safety

14.4 While there is little variation across age bands in the proportions of people that feel unsafe outside in their local area after dark, it is interesting to note that the proportion of people that are 'not sure' increases with age.



Safety in town centres

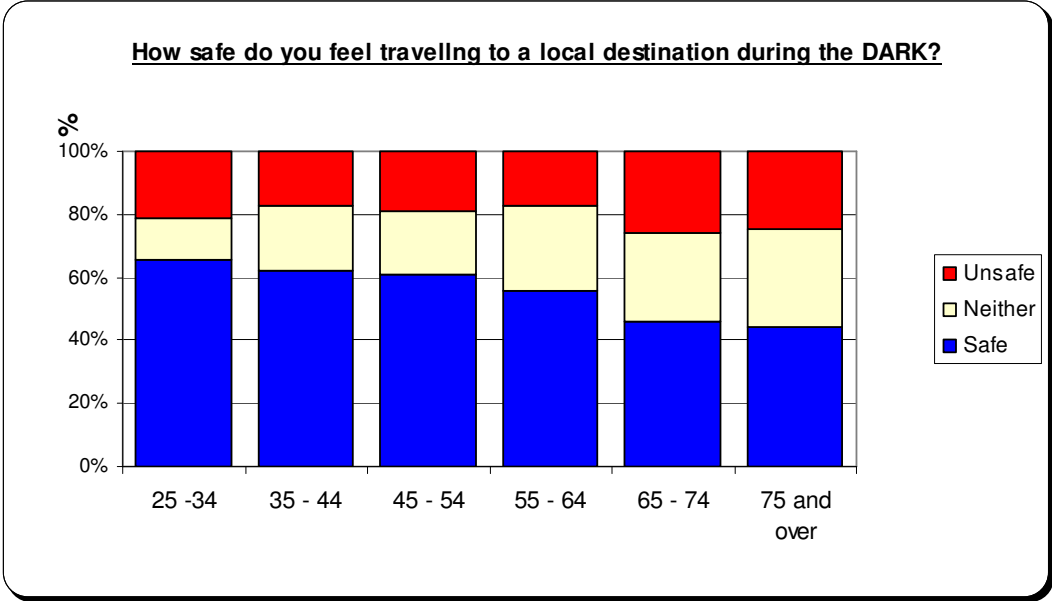
14.5 Respondents felt less safe in local town centres during the day (86%) than in their own neighbourhood, and almost a third felt unsafe after dark.



14.6 Feelings of safety in the town centre during the dark reduce as people get older: unlike feelings about their local area, it is not just that they feel less safe – they feel more unsafe.

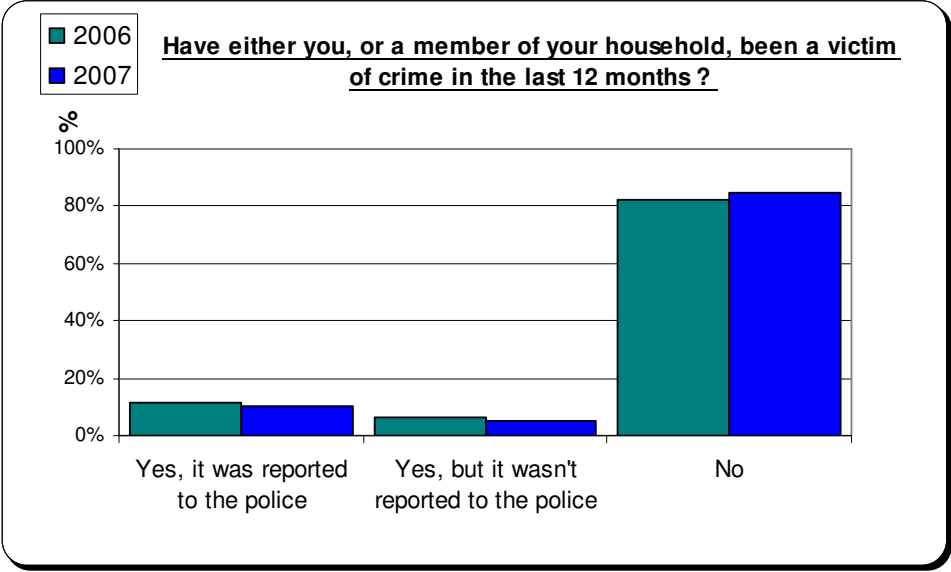
Safety when travelling locally

14.7 The majority of respondents (94%) felt safe travelling to a local destination during the day with less than 1% feeling unsafe. Just over half (56%) felt safe during the dark. Again, older respondents were less likely to feel safe during the dark.



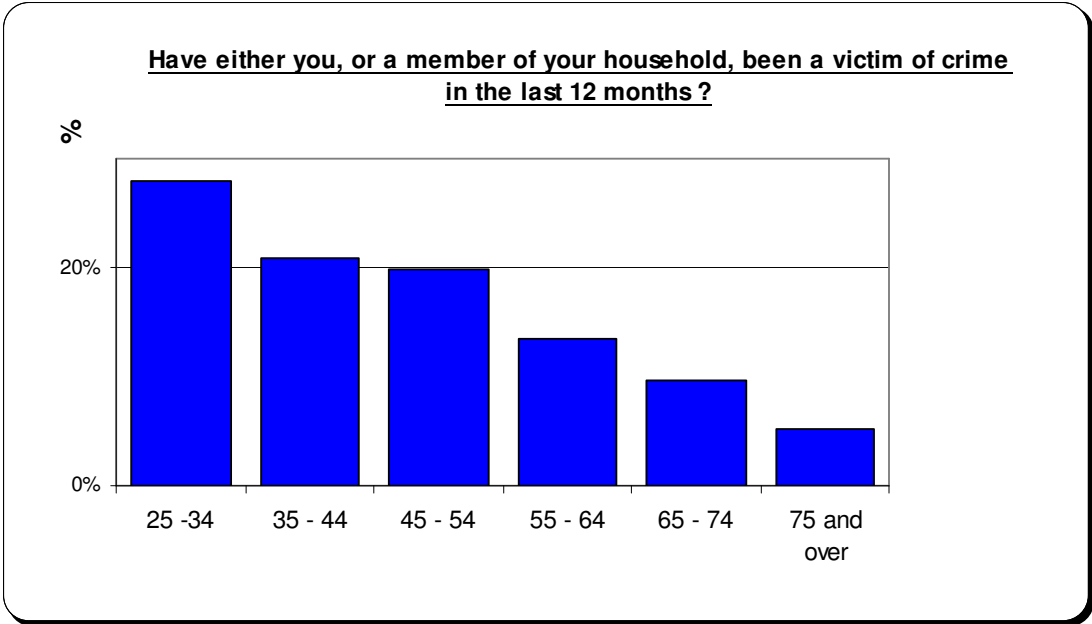
Crime

14.8 Only a small proportion of respondents, or members of their family, had been victims of crime in the previous 12 months. Two-thirds of these had reported it to the police – this is a similar proportion to the findings in 2006.



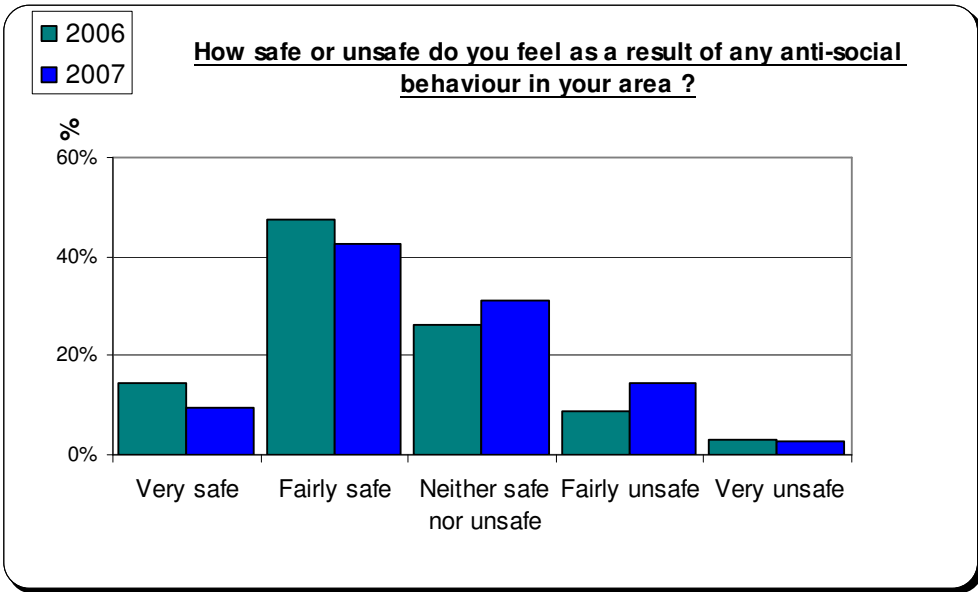
14.9 Almost 40% of these crimes were categorised as anti-social behaviour by the victims, 23% damage or theft from a vehicle, and 17% as criminal damage.

14.10 Younger respondents were more likely to have been a victim of crime in the previous 12 months than older respondents were.



**Anti-social behaviour**

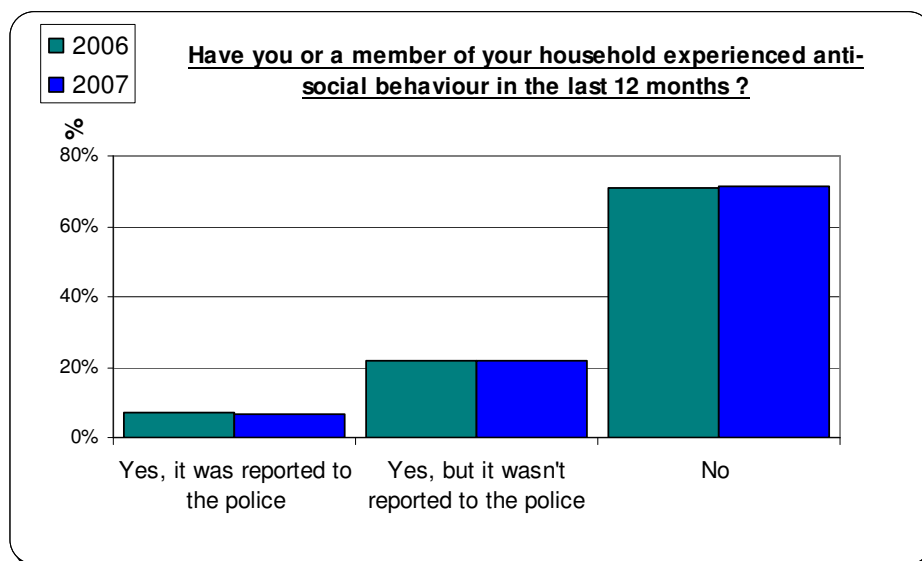
14.11 A little under one-in-five felt unsafe because of anti-social behaviour in their area, but it is clear that people are feeling less safe than they were in 2006.



14.12 A third of respondents have no strong view – we cannot be sure whether this reflects a neutral position, or whether anti-social behaviour is just ‘not an issue’ for these respondents.

14.13 Interestingly, those aged 75 and over were more likely to feel safe (60%) compared with those aged 25-34 (50%).

- 14.14 Almost 30% of respondents said that they had been a victim of anti-social behaviour in the previous 12 months. Of those victims, around a quarter reported it to the police, a very similar response to that in 2006.



- 14.15 Of these incidents, rowdy and nuisance behaviour was most prevalent, followed by alcohol- and vehicle-related nuisance. One-third was due to firework misuse, reflecting the time of year when the survey was conducted.
- 14.16 Younger respondents were more likely to have experienced anti-social behaviour in the previous 12 months, with 39% of 25-34 year olds compared to 17% aged 75 and over.
- 14.17 Over two-thirds of respondents (69%) did not feel informed about what the Council is doing to tackle anti-social behaviour in their local area, compared to 73% of respondents to the 2006 BVPI survey.

	BVPI 2006	Household 2007	Difference
Feeling informed about what the Council is doing to tackle anti-social behaviour	73%	69%	-4% 😞










### Alcohol-related crime

- 14.18 Just over a tenth (12%) of households had been a victim of alcohol-related crime in the previous 12 months, and only a tenth of the incidents were reported to the police. The proportion of households experiencing alcohol-related crime has doubled since 2006 (6%).
- 14.19 These incidents mainly related to noise nuisance and rowdy behaviour, with almost half of them street drinking.

### Problems in the local area

- 14.20 Respondents were asked to give their views on a range of issues. There was significantly less concern about abandoned or burnt-out cars, and noisy neighbours, in comparison with all other topics.

- 14.21 Areas of greatest concern were :
- Parents not taking responsibility for the behaviour of their children (57%);
  - People not treating other people with respect and consideration (51%) ; and
  - Teenagers hanging round on street corners (50%).
- 14.22 **Parents not taking responsibility for the behaviour of their children** - over half of respondents (57%) felt that this was a problem, including over a quarter that felt it to be a big problem. This is a slight increase on those finding this a problem in the 2006 BVPI survey (53%). Older respondents (over 75) were less likely to feel that it was a problem (47%) than those aged 25-34 (61%).
- 14.23 **People not treating other people with respect and consideration** – a half (51%) felt that people not treating people with respect and consideration was a problem, with a tenth that felt that it was a big problem, compared to 46% finding it a problem in the 2006 BVPI survey. Respondents over 65 years found this to be less of a problem (55%) than those under 65 years of age (45%).
- 14.24 **Noisy neighbours or loud parties** - most people (87%) felt that noisy neighbours and loud parties were not a problem (89% in the 2006 BVPI survey): fewer than 4% find it a big problem in their local area.
- 14.25 **Teenagers hanging around on the streets** - half of the respondents felt that this was a problem, with a tenth stating it was a big problem, similar to the 2006 BVPI survey.
- 14.26 **Rubbish and litter lying around** – fewer than half (41%) of respondents felt that there was a problem in their area compared to 36% in the 2006 BVPI survey.
- 14.27 **People being drunk or rowdy in public spaces** – while almost one-third of respondents felt that this was a problem, twice as many did not. This was similar to the 2006 BVPI survey where less than a quarter found it a problem.
- 14.28 **Abandoned or burnt out cars** – fewer than 10% felt that this was a problem, similar to the 2006 BVPI survey.
- 14.29 **Vandalism, graffiti, and other deliberate damage to property or vehicles** – while almost one-third of respondents felt that this was a problem, twice as many did not. This was similar to the 2006 BVPI survey findings.
- 14.30 **People using or dealing drugs** – while there were still almost one in three respondents (31%) that felt that this was a problem, it is a marked decrease compared with 55% in the 2006 Household Survey and a slight decrease from 34% in the 2006 BVPI survey.

	BVPI 2006	Household 2007	Difference
Parents not taking responsibility for the behaviour of their children	53%	57%	+4% 
People not treating other people with respect and consideration	46%	51%	+5% 
Noisy neighbours or loud parties	89%	87%	-2% 
Teenagers hanging around the streets	51%	50%	-1% 
Rubbish and litter lying around	36%	41%	+5% 
People being drunk and rowdy in public spaces	22%	30%	+8% 
Abandoned or burnt out cars	6%	8%	+2% 
Vandalism. Graffiti and other deliberate damage to property or vehicles	28%	32%	+4% 
People using or dealing drugs	34%	31%	-3% 

### Humberside Fire and Rescue Service

14.31 The survey included a series on questions on behalf of the Fire and Rescue Service.

14.32 The majority of respondents trusted the Humberside Fire and Rescue Service to :

- Respond quickly to incidents (97%);
- Deal with incidents effectively (98%);
- Cause as little damage as possible to property whilst dealing with an incident (97%) ; and
- Have the safety of the community at heart when undertaking public safety activities (99%).

## 15.0 ... and Finally

15.1 We asked respondents the following question :

*This is your community and we would like to know what you think could be done to improve it - this is your chance to give us some ideas about how we might do it. Is there something simple that you think we could change about the services we provide, that would improve services or facilities without really having an effect on the level of Council Tax?*

15.2 Almost half of respondents (44%) took the opportunity to respond to this question. Of these, a quarter mentioned two or more different issues - some respondents listed up to four issues. The responses fell into a variety of topic areas and have been compared with last year's data.

Topic Area	Household Survey 2006	Household Survey 2007
Refuse and recycling	20%	19%
Police / anti-social behaviour	13%	18%
Parking / traffic	10%	15%
Fouling / litter / street cleaning	12%	13%
Transport	4%	6%
Fairer council tax / value for money	-	6%
Roads and paths	4%	5%
Youth / children services / activities	14%	5%
Listen to us and act on what we say	-	5%
Maintain hedges / grass verges / shrubs	-	4%
Clear drains	-	3%
Street lighting	-	3%
Public / Leisure Facilities	5%	3%

15.3 It is interesting that comments about refuse and recycling were again the most frequently mentioned. This represents a high level of public interest in these topics, perhaps an ongoing reaction to the introduction of the changes to collection methods, or representing an interest in further initiatives.

15.4 The range of ideas, and the practicality of them, makes further analysis at this stage impractical. However, they will all be passed to the appropriate service managers, so that they can be interpreted and responded to where practical.